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June 2022

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Tourism

FROM TABUK TO TAYMA

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TECHNOLOGY
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PROFIT



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für Saudi-Arabien, Bahrain und Jemen
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EDITORIAL

Dear Business Community, Dear Reader,

Saudi Arabia is currently undergoing one of the world's largest healthcare transformation setting up a value based healthcare system. Within the value-based healthcare system it aims to improve clinical outcomes, enhance beneficiaries' experiences, and reduce health care cost per capita.

The overall transformation offers numerous opportunities in all domains of the healthcare system. Digitalization of the Healthcare sector is at the heart of the transformation.

The diversification of the industry is accelerated with the announcement of the establishment of an automotive cluster in King Abdullah Economic City. The Kingdom is committed to develop the entire ecosystem covering the entire value chain. GESALO has been the point of contact over the last months for German companies, who are interested in participating in the new development.

GESALO continues to play an active role in the Kingdom's aims to set up of the circular carbon economy. A delegation and symposium on Biogenic Residual and Waste Materials brought German and Saudi experts together to exchange thought leadership and business opportunities. The Initiative is embedded within the framework of the Energy Solutions Made in Germany by the German Ministry of Economic Affairs and Climate Action (BMWK).

One of this year's highlight was the study tour on Hydrogen and Synthetic Fuels to Berlin, Hamburg and Brussels. The tour was part of the Saudi-German Energy Dialogue of the German Ministry of Economic Affairs and Energy. The high-profile delegation was represented by members from Saudi Ministry of Energy, Public Investment Fund (PIF), KAPSARC and KACST. German and Saudi participants appreciated the very active discussions driven by the very deep understanding of the various subject matter areas. It was also refreshing to create again opportunities for face-to-face interactions after such long time.

A sector which must be build up almost from scratch within the Vision 2030 is the leisure sector. Naturally this opens vast opportunities for German companies. In support to gather insights and understand roadmaps and focus areas of the related mega projects a webinar was organized with high profile speakers from megaprojects and German industry representatives. Examples of the sector transformation are several sports events like women in boxing or the first and only women motorsports event, in this issue.

I hope you enjoy reading this GSBM issue. Stay healthy and enjoy your summer season!

Sincerely,



Dr. Dalia Samra-Rohte



DR. DALIA SAMRA-ROHTE

Delegate of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen

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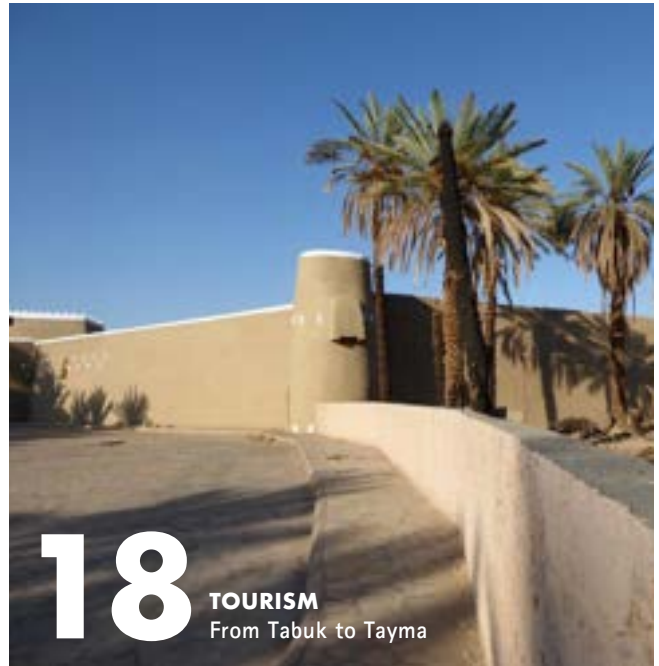
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Robots and robotic-assisted systems are, among others, applied in the area of surgical treatment

At Sana Hospital Group, physicians perform surgeries interconnected with robots and robotic-assisted systems. A glance at practices within a hospital group leading the way in digital transformation.

Robotics has long been used in various sectors and numerous industries. Now it is also gradually making its way into the world of healthcare. Robots and robotic-assisted systems are taking over increasingly complex tasks in a fully automated manner, thus relieving staff with high workloads while increasing the quality of medical care and outcomes. The variety of tasks that can be performed by robots is expanding.

In hospitals, specifically in the inpatient sector, there are multiple areas in which robots can demonstrate their particular added value, e.g.:

- **Surgical robots:** High-precision and remote surgeries
- **Micro/nanorobots:** transport, monitoring, and release of medication to the patient
- **Rehab robots:** Mobilization and muscular support
- **Service/nursing robots:** Transport and logistics as well as sampling and measurements

At Sana Hospital Group, robots and robotic-assisted systems are, among others, applied in the area of surgical treatment. At Sana Hospital Offenbach, a 1,000-bed flagship hospital recently awarded a seat on the prestigious “Best hospital of the World” list by renowned US Newsweek, ro-

bot-assisted surgeries have been an element of the daily routine for years at various departments. Use cases have grown from urology to an increasing number of specialties, such as gynecology, visceral surgery, thoracic surgery, and bariatric surgery.

Closely associated with the field of robots, robotic-assisted systems offer numerous advantages such as haptic feedback, robotic precision, comfortable ergonomics, advanced and reusable instruments, eye sensor camera control, and 3D transmission from the inside of the human body. Physicians receive support in performing surgeries with maximum precision while improving the safety and recovery process for patients at the same time.

The digital transformation in healthcare offers countless opportunities for modern patient care. At Sana Hospital Group, broadly implementing cutting-edge technology into medical care is a core element of the digital strategy. As a leading player in the German hospital landscape, Sana has established “Sana Digital”, a department that specifically channels the latest digital health innovations into the organization. In close cooperation with other key entities in digitization at Sana - such as the Sana Hospital Services Group for the field of robotics - this ensures the smooth integration of cutting-edge technology into all 56 hospitals, the outpatient service sector, and further affiliate organizations of the Sana Hospital Group.

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A QUICK LOOK INSIDE ALLIANZ DIGITAL HEALTH

Allianz Digital Health (ADH), the Allianz subsidiary led by Birgit König, is rethinking health insurance. ADH uses Technical Excellence to create AI-based digital health solutions, which will be rolled out to global Allianz health entities to support the growth of their businesses.

Here's a look at three of the top challenges for the health insurance industry, and the ways that ADH is working to address them.

1. PRICING

The price of health insurance is ever more critical, as consumers have instant access to comparisons and become increasingly savvy. Effective pricing relies on accurate data being used in a smart way. Set the price too low, and you could potentially compromise the quality of your offering as well as profitability – which could in turn impact your ability to pay out on claims. Set it too high, and no one will purchase your product.

ADH has developed a sophisticated, ACM -compliant pricing tool which uses a highly-accurate pricing algorithm across a globally-aligned product catalogue. With the click of a button, real-time information is populated into the tool, which dynamically adjusts depending on which out-of-pocket limits the customer sets, which individual insurance components (such as emergency air transport) they add, and any relevant pricing discounts – instantly arriving at the perfect price.

2. RISK ASSESSMENT/UNDERWRITING

Having a deep knowledge of the risk you're taking on when you insure someone new is critical to protecting existing customers, while maintaining profitability.

ADH have developed a way to get a complete picture of the risk profile of a potential customer, through just three medical questions. The data behind

these questions is the key. For example, a potential customer is asked which medication they take, and the tool knows exactly which

illnesses these drugs are prescribed for – knowledge which also helps prevent fraud. In a process that is automated for most cases, the tool creates an instant and accurate assessment of the risk which includes separate risk premiums for the complete range of WHO-listed illnesses.

3. PERSONALIZATION

Customers have been trained by companies like Amazon to expect a high degree of personalization. The health insurance industry has become no different. That's why partnerships like AXA and Microsoft are springing up. While excellent pricing and risk as-

essment tools are critical, customers really want a personal feel with relevant information.

The app "Vivy" will deliver this experience. Vivy users – even those who aren't Allianz customers – can see highly-relevant, useful and personalized updates and content in the app, based on factors such as their individual health parameters, their risk of developing certain diseases, and their health goals (quitting smoking, losing weight). Beyond this, customers can use the app for Telehealth consultations, to find local doctors and medical centers that fit their insurance tariff level and to get end-to-end support with any treatments or courses that are recommended. This is also a huge step for preventative health treatment – something that benefits both customer and insurer.

NEXT STEPS

In addition to these tools, ADH is developing claims and reporting tools that will harmonize the Allianz health landscape, and deliver value and cost-savings to the entities. In 2021 ADH has been focusing on the roll-out of its digital Health tools across the Allianz health entities. Our next story, will take a look at preventative health care: why it's critical in health insurance and what developments are underway at Allianz.

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STRONG GROWTH IN SIGHT AGAIN

The corona crisis has advanced the digitization of the healthcare system but has slowed down the expansion of capacities overall. Now, an acceleration is expected.

US\$11 BILLION HEALTHCARE PROJECTS UNDER CONSTRUCTION OR PLANNED

In the period from 2015 to 2020, hospital capacities increased by 9,202 to 78,596 beds, 75 percent of which were in state institutions. The Ministry of Health owned 45,180 beds in 287 hospitals. 50 hospitals run by other state organizations (Ministry of Defense, National Guard, Ministry of Interior, Ministry of Education, oil companies, etc.) had a total of 13,989 beds. The private sector had 19,427 beds in 167 hospitals to offer.

“ As a result, the Ministry of Investment (until February 2020: Saudi General Investment Authority, SAGIA) hopes for a strong influx of international investors. ”

SAUDI ARABIA: PLANNED INVESTMENT PROJECTS IN THE HEALTHCARE SECTOR

PROJECT	INVESTMENT (IN MIO US\$)	PROJECT STATUS*	PROJECT OPERATOR
Medical Center for Sciences and Biotechnology	450	DE	International Medical Center
Al Ansar General Hospital	300	QR	Ministry of Health
Al Dammam International Hospital	250	DE	Vision Architectural Design Office
Dallah Integrated Healthcare Hospital	250	DE	Dallah Albaraka Group
Medina Maternity and Children Hospital	213	ST	Ministry of Health
Shuhada Medical Care Tower	184	ST	General Organization for Social Insurance
Prince Mohammed Bin Abdul Aziz Medical City in Jouf: Phase 2	156	PQ	Ministry of Health
Hypnosis Wards Extension	150	DE	Quassim National Hospital
Olaya Hospital in Riyadh	110	DE	Haif Company
University Hospital in Jeddah	100	QR	Jeddah University
Hittin IVF Infertility Hospital in Riyadh	100	ST	Royal Commission for Riyadh City
Madinah Hospital in Mitab	100	ST	Sulaiman Al Habib Medical Group
Takhassusi Road Hospital in Riyadh	100	ST	Royal Commission for Riyadh City
Al Hawiyah Hospital	93	ST	Ministry of Health
Mouwassat Hospital in Yanbu Industrial City	86	QR	Mouwassat Medical Services
Jizan Obstetrics and Gynecology Hospital	72	QR	Ministry of Health
The Qiddiya Project: Hospital Building	50	DE	Qiddiya Investment Company

* DE= Design, QR= Offer Review, PQ= Prequalification, ST= Study. Source: MEED Projects, Research from Germany Trade & Invest

2.5 Bio.

US\$ worth of projects
under construction in
the private sector.

State sponsors are currently (March 2022) realizing hospital and other healthcare projects worth US\$ 4.7 billion. US\$ 2.7 billion is attributable to a major project of the Ministry of Interior (Security Forces Medical Complex in Riyadh) and US\$ 1.6 billion to the Ministry of Health. The private sector has projects worth US\$2.5 billion under construction. Projects are planned for US\$ 3.4 billion, of which the state sector has a share of US\$ 1.9 billion.

STATE WANTS TO WITHDRAW FROM THE HEALTH SECTOR

The state finances most of the health expenditure. The World Bank puts the government share of total healthcare costs at 69 percent for 2019 (latest data). Health insurance benefits account for 14 percent and patient contributions for 17 percent. According to government plans, the majority of the Saudi Arabian healthcare system is to be privatized by 2030. Currently, government healthcare providers dominate. Many existing facilities are to be sold to private operators, and new projects are also to be implemented by private investors or on a private-public partnership (PPP) basis. Since 2017, healthcare facilities can also be 100 percent foreign-owned. As a result, the Ministry of Investment (until February 2020: Saudi General Investment Authority, SAGIA) hopes for a strong influx of international investors.

SAUDI ARABIA: HOSPITALS AND BEDS BY SPECIALTY 2020

BRANCHES	NUMBER OF HOSPITALS	NUMBER OF BEDS
Ministry of Health	287	45.180
General hospitals	226	33.009
Paediatrics	3	581
Psychiatry	19	4.205
long-term care	10	980
Rehabilitation	2	231
pneumology	1	50
ophthalmology	4	515
Gynecology/ obstetrics	3	555
Gynecology/ obstetrics/ Paediatrics	19	5.054
other government agencies*	50	13.989
Gynecology/ obstetrics	n.a.	1.449
Paediatrics	n.a.	1.444
orthopedics	n.a.	274
Internal medicine	n.a.	3.118
surgery	n.a.	2.234
Urology	n.a.	93
Intensive care	n.a.	2.456
Ophthalmology	n.a.	88
Pneumology and fever	n.a.	57
Skin-and venereal diseases	n.a.	37
Plastic surgery and burns	n.a.	50
Psychiatry and neurology	n.a.	287
Quarantine, isolation wards	n.a.	384
Dental	n.a.	22
Throat, nose, ears	n.a.	126
Other branches	n.a.	1.870
Private owner	n.a.	19.427
General hospitals	n.a.	3.742
Gynecology/ obstetrics	n.a.	2.612
Paediatrics	n.a.	2.061
Orthopedics	n.a.	266
Internal medicine	n.a.	3.502
Surgery	n.a.	2.938
Urology	n.a.	119
Intensive care	n.a.	2.153
Ophthalmology	n.a.	235
Pneumology and fever	n.a.	27
Skin-and venereal diseases	n.a.	31
Plastic surgery and burns	n.a.	56
Psychiatry and neurology	n.a.	183
Quarantine, isolation wards	n.a.	122
Dental	n.a.	86
Throat, nose, ears	n.a.	216
Other branches	n.a.	1.078

* Department of Defense, National Guard, Department of Interior, Department of Education, Oil Companies, etc. Source: Ministry of Health

“ The first privatization of a government healthcare facility was completed in February 2020. ”

By 2030, 295 of the 337 state hospitals are set to be privatized in 2020. In addition, the privatization of 2,259 of the 2,390 state health centers in primary care is planned. The first privatization of a government healthcare facility was completed in February 2020. The Dr. Soliman Abdel Kader Fakeeh Hospital Company has acquired the Saudia Medical Services Company (SMS) founded in 1970. The SMS supplies more than 140,000 employees and their dependents of the state-owned Saudi Arabian Airline (Saudia), including the subsidiaries. Fakeeh Care Group is a leading private Saudi Arabian healthcare provider. The group of companies includes the Dr. Soliman Fakeeh Hospital with 450 beds. The Fakeeh University Hospital with 300 beds was opened in

Dubai (Dubai Silicon Oasis) in 2021. The National Center for Privatization & Private Public Partnership (NCP), founded in 2017, is responsible for the privatization program. In January 2022, the NCP invited interested companies to submit an Expression of Interest (EOI) for the planned 150-bed outpatient SABIC Behavioral Care Specialist Hospital under construction. In addition to the mentally ill, addiction patients should also be treated. The EOI process for two medical cities started in December 2021. They are King Faisal Medical City (phase 2, with 1,024 beds) in Abha, and Prince Mohammad bin Abdul Aziz Medical City (phase 2, with 442 beds) in Sakaka. Other NCP projects in the healthcare sector include the new Al Ansar Hospital (244 beds) in Medinah, the King Faisal Specialist Hospital in Riyadh, and the Radiology and Medical Imaging Services Project to serve seven hospitals in Riyadh.

SAUDI ARABIA: FRAMEWORK DATA ON THE HEALTH SYSTEM

INDICATOR	VALUE
Population (mid-year 2020, in millions)	35,0
Population growth (2020, in percent)	2,4
Age structure of the population (2020)	
Proportion of under 15-year-olds (2020, in percent)	24,4
Proportion of over 64-year-olds (2020, in percent)	3,2
Average life-span at birth (2020, in years)	75,0
Average income (2021, in US\$) *)	23.480
Healthcare expenditure per capita (2019, in US\$)	1.316
Share of health expenditure in GDP (2019, in percent)	5,7
Physicians/100,000 inhabitants (2020)	272
Dentists/100,000 inhabitants (2020)	56
Hospital beds/100,000 population (2020), of which	224
private	55
public	169

*) Source: General Authority for Statistics, Ministry of Health, World Bank (World Development Indicators), Germany Trade & Invest

“ In January 2022, the NCP invited interested companies to submit an Expression of Interest (EOI) for the planned 150-bed outpatient SABIC Behavioral Care Specialist Hospital under construction. ”



DIGITAL HEALTH

Significant progress is being made in Saudi Arabia in the digitization of the healthcare system. The development of the e-health sector should continue to accelerate. Corona crisis has given e-health a strong impetus and accelerated the spread of e-health applications in Saudi Arabia. In 2010, Saudi Arabia presented a Digital Health Strategy (Roadmap 2010-2020). Several updates have been released in the meantime. Currently, two smartphone health apps developed by the Ministry of Health are used relatively heavily. The Mawid app can be used to book appointments in primary healthcare centers and hospitals. The Seha app enables online consultations with doctors of all specialties via chat, as well as voice and video calls. An e-prescription service offers the possibility of issuing an e-prescription after an online consultation. Several e-health applications were developed during the corona crisis. The central app for contact tracing and proof of vaccination or recovery status is the Tawakkalna app. Tatamman App provides services for people who are in home quarantine. The introduction of a digital medical record (Electronic Medical Records, EMR) in all healthcare facilities in the country is one of the core elements of the Saudi Arabian digitization strategy. The introduction of the National Unified Medical Records should take place in 2020. However, the schedule could not be met. Isolated EMR in individual healthcare facilities is already relatively common.

The e-health development program also includes the increased use of wearables, remote patient monitoring and data analysis using artificial intelligence (AI). In this way, e-health should enable an integrated health system (Integrated Care System). The SEHA Virtual Hospital (SVH) project was launched in March 2022. 130 hospitals participate

in this system. Among other things, the SVH makes it possible to share and discuss the examination results with specialists in the other affiliated hospitals during a real hospital visit. The vision of a highly innovative healthcare system is to be realized for the mega urban development project NEOM, which is still in its infancy, and which involves the settlement of 1 million people from all over the world in

“ The vision of a highly innovative healthcare system is to be realized for the mega urban development project NEOM. ”

the north-west of the country, which has so far been sparsely populated. Digitalization and AI should make it possible to determine the state of health at any time. This monitoring is not only aimed for sick people, but also for healthy people as a preventative measure. Smart devices should enable permanent

monitoring of vital functions in NEOM and encourage a healthy lifestyle. A virtual AI-supported doctor (Doctor NEOM) should provide immediate help if necessary. To promote the health of NEOM employees, each employee receives a fitness tracker (Fitbit). Digitization should also make a significant contribution to relieving hospitals of outpatient services and long-term care patients. E-health instruments such as diagnostics and communication should enable increased home care.


This article was translated by Christin Reuter. This article is a translation by the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO). The unabridged original version is in German, published by Germany Trade & Invest, the economic development agency of the Federal Republic of Germany.

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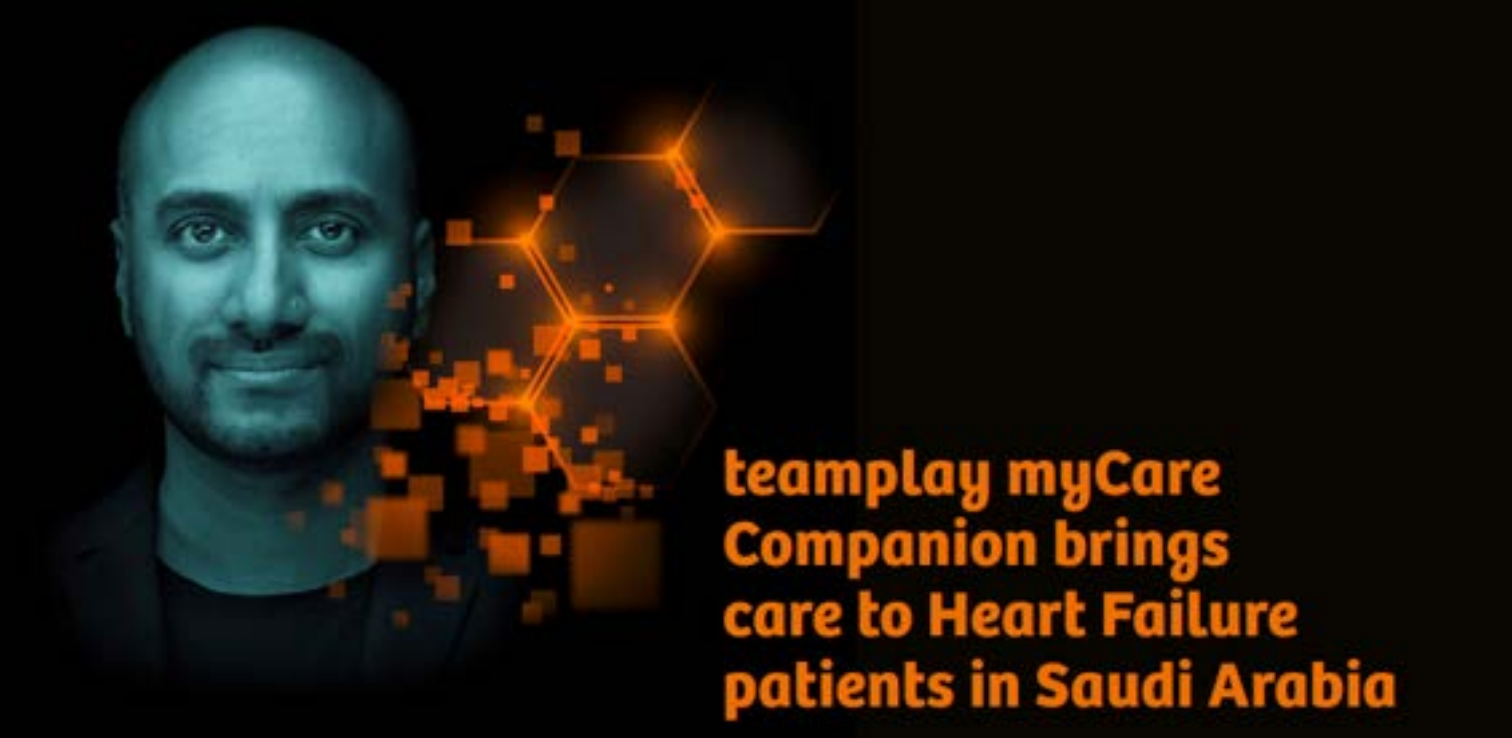
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teamplay myCare Companion brings care to Heart Failure patients in Saudi Arabia

Saudi Arabia is undergoing rapid reforms that aim to realize the country's economic potential under Vision 2030, the country's ambitious long-term economic and social blueprint. One of the strategic pillars of Vision 2030 is to enhance Quality of Life with healthcare being one of the most important determinants.

As in other countries too, chronic diseases are on the rise and Heart Failure is the most common one (1). The Saudi Heart Association reported the average age of developing heart disease is 56 years, 10 years younger than the global average. There are more than 500,000 cardiac patients, with cases rising 5–10% annually (2).

Given the massive negative effects of Heart Failure and its progressive nature, in addition to the lack of protocols or guidelines for the management of patients with acute or chronic Heart Failure (3), the access to a standardized care management program plays an important role in and is one of the measures that are being pursued with the help of Siemens Healthineers' telehealth solution *teamplay myCare Companion*. As part of a value partnership with the Prince Sultan Cardiac Center, *teamplay myCare Companion* will be used to set up a dedicated remote care management program in the Al-Qassim region, covering 58,000 square kilometers with a population of 1.3 million

people. Like other providers, Prince Sultan Cardiac Center faces several challenges in the treatment of their Heart Failure patients: a lack of patient engagement, insufficient monitoring of patient's key health data and paper-based documentation. This is where *teamplay myCare Companion* comes into play: it is designed to keep patients engaged in their care process, it helps telehealth staff to efficiently manage large numbers of patients and offers a dedicated support to design, implement and maintain a telehealth center. With *teamplay myCare Companion*, the Cardiac Center aims to reduce the number of unplanned readmission rates, the number of emergency room visits and ultimately to meet the strategic Vision 2030 objective: to improve the Quality of life of enrolled patients. After a successful completion of pilot for 50 patients, it is planned to potentially enroll up to 5,000 Heart Failure patients to the program.

56

the average age of developing heart disease

5%-10%

cases of cardiac patients rising: more than 500,000 patients annually

¹ Glob J Health Sci. 2016 Mar; 8(3): 49–58

² K.F.AlHabib, et al.Design and preliminary results of the Heart Function Assessment Registry Trial in Saudi Arabia (HEARTS) in patients with acute and chronic heart failure, Eur J Heart Fail, 13 (2011), pp. 1178–1184

³ Journal of the Saudi Heart Association, Volume 31, Issue 4, October 2019, Pages 204–253

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AUTOMOTIVE INDUSTRY IN KSA

The automotive industry globally has witnessed the birth of the automotive manufacturing in the Kingdom of Saudi Arabia when Lucid Motors announced the ground breaking of their second facility AMP – 2 (Advanced manufacturing plant) in King Abdullah economic city (KAEC) on the Red Sea.

The plant will cater 155K vehicles per year to the global markets notably North America, Europe, and China. Lucid's decision to locate its second factory here in KAEC is a result of Saudi Arabia's ability to offer the most competitive investment environment globally, giving Lucid a solid base from which to address many of its most crucial markets as electric vehicles continue to be one of the fastest growing segments around the world. Lucid decided to leverage and utilize the strategic location of the KSA connecting three continents, where the Red Sea is a major route to more than 13% of the global trade. The Kingdom of Saudi Arabia is committed to develop the entire eco-system's value chain, including export-oriented automotive manufacturing projects. Due to that, the Kingdom is working on having two more OEMs to be side by side with Lucid setting attractive investment opportunities for Tier1 and Tier2 automotive suppliers, creating spin-off effects and further investment opportunities. The localization of lithium-ion batteries is of great interest to the Kingdom. Lucid's presence will act as a nucleus for us to build around and will serve to unlock the entire value chain supporting the EV industry, including Tier1 and Tier2 automotive suppliers.



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E-bike launch
event participants

E-BIKE LAUNCH IN BAHRAIN

The German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) was proud to be part of the inauguration of TIER Mobility e-Bike Launch in Bahrain, on the 6th of March 2022.

TIER Mobility, Europe's leading provider of shared micro-mobility solutions, has launched its first fleet of e-bikes in the Middle East. Bahrain is the first country in the Middle East to receive TIER Mobility's e-bikes, which are now available in prominent locations across Diyar Al Muharraq, complementing the existing mobility offer of TIER Mobility's e-scooters.

The introduction of latest generation, high-tech e-bikes is in line with the micro-mobility provider's goal to further create ease in access to sustainable transport methods for first and last mile journeys of residents and tourists. GESALO and the German Embassy Bahrain have provided continuous support to further aid TIER Mobility's goal of increasing its footprint in the country.

Sherine Fakoussa (GESALO) comments "We are looking forward to providing our ongoing support to the Berlin-based company as it continues to grow internationally. We truly believe in TIER Mobility's goals and aims to reach a more sustainable future whilst providing residents with an ease in access to transportation."



Sherine Fakoussa
on an e-bike

AUTHOR



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To reach Tayma from Tabuk, drive 260 km to the southeast - a lovely trip via the excellent highway in the direction to Medina. After a 30 km drive, palm tree avenues come into view. "They lead to the camel race track," my driver guide Wael knows. "Camel races take place four times a year - a social event that even Prince Fahad bin Sultan, the Governor of Tabuk province, doesn't miss." The drive continues through Wadi Al Ahdar (green valley), 900 meters above sea level, framed by sand dunes. A bizarre rocky landscape follows. About 70 km before Tayma, low, black "zig-zag mountains" come into view, welcome change in the brown sand and stone desert. Wadi Medesees is full of date palms. "Date harvest here is in August," Wael says. A magnificent avenue and monuments in the center of the numerous roundabouts announce the modern city of Tayma. The new museum under construction is an eye catcher and will definitely be one of the most impressive tourist attractions in Tayma.

TAYMA - PARADISE FOR ARCHAEOLOGY LOVERS

Archaeologists from the German Archaeological Institute (DAI) and their Saudi colleagues have been excavating in Tayma since 2004 and have proven that this oasis settlement has been continuously inhabited for about 7,000 years. As a caravan hub on the Incense Route, it was important for trade on the Arabian Peninsula.

For many years, project leader Dr. Arnulf Hausleiter has been on site for the DAI. "Arnulf" is well known in archaeological circles, not only in Tayma. His fame reaches as far as the National Museum of Riyadh and the new museum of Tabuk. - Today's visitor finds an area of 8 square kilometers surrounded in places by a wall 10 meters high, 1-2 meters thick and 10 kilometers long, dating back to the 6th century BC, where archaeologists have excavat-

Al Rumman Palace

A photograph of the Al Rumman Palace, a large, light-colored building with a prominent cylindrical tower, set against a clear blue sky with palm trees in the foreground.

FROM TABUK TO TAYMA

In the footsteps of King Nabonid
to Governor Al Rumman.

ed a representative building, temples from the time of the Nabataeans (about 200 BC), wells and canals, residential buildings and much more. These have to be conserved and renovated, for which special clay mortar was made and processed from local materials. Some archaeological finds can be seen in the National Museum in Riyadh, including the extraordinary fragment of a tombstone (2nd century BC) depicting the Nabataean god Al Uzza in the upper part and the symbol of a god with a sun disk and a charcoal basin made of stone at the bottom. However, most of the finds are in the care of the archaeologists in Tayma and these exhibits will delight the visitors of the new museum. Among them are ceramic objects, figural faiences, axes, throwing weapons, bronze and iron objects, ancient coins, fragments of stelae with inscriptions over 2,400 years old, and much more. - Both in the archaeological sites of Tayma and in the surrounding area there are many ancient petroglyphs (human figures, animals and plants) and inscriptions (Thamudic, Aramaic, Nabataean, Kufi) to discover.



First we visit the archaeological site of 2.500 years old Qasr Al Radhm, located to the west of Tayma, probably built by Kind Nabonid. Here we meet Saudi archaeologists. Inside the fort, with 2 m thick stone walls in a square ground plan, there are remains of rooms of the fort, as well as individual tombs with stele. The center is dominated by a well. "Al Radhm" means "stones" and this fort has vast quantities of them, which were also used for the towers, of which, however, nothing is left. In 1884, the German archaeologist Julius Euting was the first one who made a drawing of the palace.

Renovation work has been completed at the nearby Al Hamra Palace. "Here, in 1979, archaeologists found the palace of the Kingdom of Babylon, more specifically, the palace of King Nabonid (ruled for 17 years from 556-539 BC), which he had built during his 10-year stay (553-543) in Tayma. Nabonid had come to Tayma for economic reasons and because of disputes with tone-setting priests. During his stay, Tayma was even the capital of his Kingdom," Wael explains. At the foot of the entrance is a big stone with well-preserved engravings. The staircase on the east side provides a view of rooms of varying sizes. Al Hamra Palace is located on a hill with a breakaway edge. Directly above it, in the eastern part of the palace, is the area that was used for religious purposes and is called the temple. The altar can still be seen. I imagine the archaeologists in this temple excavating the stele with images above and Aramaic characters below, as well as the cube-shaped stone with images and symbols that are on display in the Nation-



Haddaj Well

al Museum in Riyadh. At the foot of the palace, numerous minerals stain the ground red and white.

"Both archaeological sites have something in common: the king who built them, the building material made of the reddish-brown stones of the area, the construction of the stone walls with mud mortar, and the archaeologists' assumption that the respective wells had a connection to Haddaj Well," says Wael as we approach this well.



HADDAJ WELL - LARGEST AND MOST FAMOUS WELL IN THE ARABIAN PENINSULA

Haddaj Well is unique in design and dimension and has been perfectly renovated. Around the stone-walled 13 m deep water basin, 65 m in diameter at the top, there are 50 wooden wheels, about 1 m in diameter, which were used to guide the ropes for the water vessels. These ropes were originally made of leather, as were the water containers. The water was poured into the surrounding 30 stone canals to the delight of many camel caravans and cattle herds in earlier times. About a hundred camels could drink water here at the same time. The wooden wheels, adorned with colorful decoration, are mounted at a height of about 3 meters on palm trunks about 4 meters long, and these in turn are supported by wooden beams attached to 20 individual stone walls - an altogether ludicrous but extremely solid construction, constantly maintained by local carpenters. - This fountain was commissioned by King Nabonid and is one of the most famous fountains in the ancient world. It has survived earthquakes and invasions, was almost completely buried and was uncovered 400 years ago. The well played an important role in the irrigation of the palm oasis, but was more and more neglected because the farmers built their own wells. As a result, the water level of Haddaj well decreased. Because of its historical and architectural importance, it was restored thanks to Prince Fahad Bin Sultan, regained its original significance and became a visitor attraction. To this day, the fountain is the inspiration for numerous poets of Nabati poetry (special form of Bedouin poetry in the Arabian Peninsula).

OLD TOWN AND AL RUMMAN PALACE

From the well, picturesque paths framed by clay walls about 2 m high with round-arched passageways and old hand-carved, often painted, wooden doors with chunky wooden bars lead into the palm oasis. In the shade of the palm trees is the old town with decaying, mostly 1-story adobe houses of traditional architecture with courtyards

Al Rumman Palace inside

Photos: Barbara Schumacher (2)





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and stairways leading from them to the upper floors. Many of the old ceilings made of painted palm trunks remain.

Ahmed El Madi Al Najim and his family live in a large, modern house built right next to the family's abandoned mud house. "For 400 years, my family has lived in Tayma. The memory of the traditional mud architecture is worth a lot to us, and that's why we strive to preserve the abandoned mud buildings. The walls are largely intact, including ceilings made of painted palm trunks, and some houses still have wall decorations. I was born and raised in our mud house. My childhood is connected with this old house". When I ask him about his professional activities, he says, "I had a management position in Saudi Fransi Bank in Riyadh (one of the largest Saudi banks with branches nationwide), but after I retired, I returned to my hometown." He is particularly happy about my question about typical traditions in Tayma: "We have over a dozen traditional tools, for example Al-Rashy. This is a rope made of leather or palm fiber that we attach to water containers to fetch water from the wells. In the past, the water containers were made of leather, but today they are made of rubber. To this day, we maintain traditional crafts, such as carpentry, especially important for making and repairing agricultural tools. Al-Keer is the art of iron forging, important for agriculture and the construction sector. There are many traditional customs and traditions in Tayma that are still practiced today. We are especially proud of Al-Ounah, which means neighborly help. For example, if someone wants to build a house or a wall, dig a well or make agricultural tools, relatives, friends and neighbors help."

Within sight of the house is the Al Rumman Palace. "The entire complex is being renovated, but it is possible to visit," Ahmed knows. As a "palace neighbor," he knows the palace history: "In 1917, the huge palace was built by the then governor Abdul Karim Bin Ali Al Rumman. It stands in the middle of the old city, has the shape of a fortress with a wide courtyard that includes a mosque and the building material consists of bricks and clay. In the current renovation, the original building materials are used. "Palaces become museums" is the name of a campaign in the Kingdom and there are already some traditional palaces that have been accessible as museums for many years, such as Murabba Palace in Riyadh, where King Abdulaziz resided, and Amarah Governor's Palace in Najran. When Al Rumman Palace is finished renovating, this massive building with its round and square towers, as well as mighty walls in which some windows are embedded, will attract many visitors. Until 1978, this was the office of the Governor of Tayma". - Equipped with this knowledge, we start our discovery tour.

LOCAL PRESENCE, GLOBAL STRENGTH

Globally active company V-LINE GROUP combines the strengths of both worlds to serve Saudi customers best.

Doing business with the Kingdom for more than 40 years, having a local entity with full trading license since 2017 and putting tremendous efforts into local content creation: When it comes to growth with the Kingdom of Saudi Arabia, the V-LINE GROUP has indeed some milestones to show. “We are very grateful for the opportunities granted to us by the Kingdom,” states Hasnain Jamil, CEO of V-LINE MIDDLE EAST. But the global leader in providing supply chain solutions in MRO (Maintenance, Repair and Operations) does not rest on his laurels; in fact, the contrary is true. “We have already started various initiatives that support our clients with localized content,” explains Jamil. “We e.g. developed the e-procurement platform V-Marketplace to support local manufacturers, and we offer additional business services like local stocking. We develop local suppliers to international service standards, and we rethink supply chains and ways to distribute MRO parts and consumables. We facilitate foreign manufacturers to invest in establishing production facilities in KSA, and we are in discussion with foreign suppliers for joint ventures to establish local manufacturing sites. Furthermore, we are part of SABIC’s NUSANED program since 2019, being enabler and facilitator for local content creation.” The V-LINE GROUP wasn’t asked to participate by chance. With its 10 locations



all over the world, the company indeed is a global player – but is also on-site to support with localized content. Jamil says: “We can offer overseas procurement from Europe, Asia and USA, but through our local entity. This gives our clients many options in their daily business.” It is just the cherry on top of the company’s more than 40-year history with Saudi Arabia. Based on the idea of Detlef Daues, the founder

“ We are very grateful for the opportunities granted to us by the Kingdom. ”

Hasnain Jamil
CEO of V-LINE MIDDLE EAST

and chairman of the V-LINE GROUP, to supply spare parts for water desalination plants in Saudi Arabia, the company was founded in 1979; until today, Saudi Arabia is the focus country of V-LINE. It has its main clients like SABIC, SWCC, SEC, Ma’aden Group, PetroRabigh and Tasnee here and is still on the path of growing with the Kingdom. “We support clients to localize their business by identifying the best local value proposition and its benefits: job creation, expertise transfer and continuous quality improvements. We employ Saudi nationals, amongst them many Saudi women, and develop and train them. We engage every employee in our international exchange program between the global V-LINE entities to provide opportunities for Saudis and international colleagues expanding and exchanging their knowledge and experience. V-LINE GROUP fully commits and aligns itself with the goals of the Vision 2030,” Tilman Mieseler, CEO of V-LINE GROUP, proudly states. “We are a globalized company with a strong local Saudi footprint. We understand our mission using our global strength and network of more than 70,000 suppliers worldwide to help our Saudi customers fulfill their mission. Because we believe in growing together.”



The executive board of the V-LINE GROUP (from left): CEO Tilman Mieseler, CFO Dr. Dirk Schliephake, founder and chairman Detlef Daues, Peter Knakowski, COO V-LINE USA, Simone Reinhold, Executive Assistant to the CEO, Director of Global HR Arne Hartmann and Hasnain Jamil, CEO V-LINE MIDDLE EAST

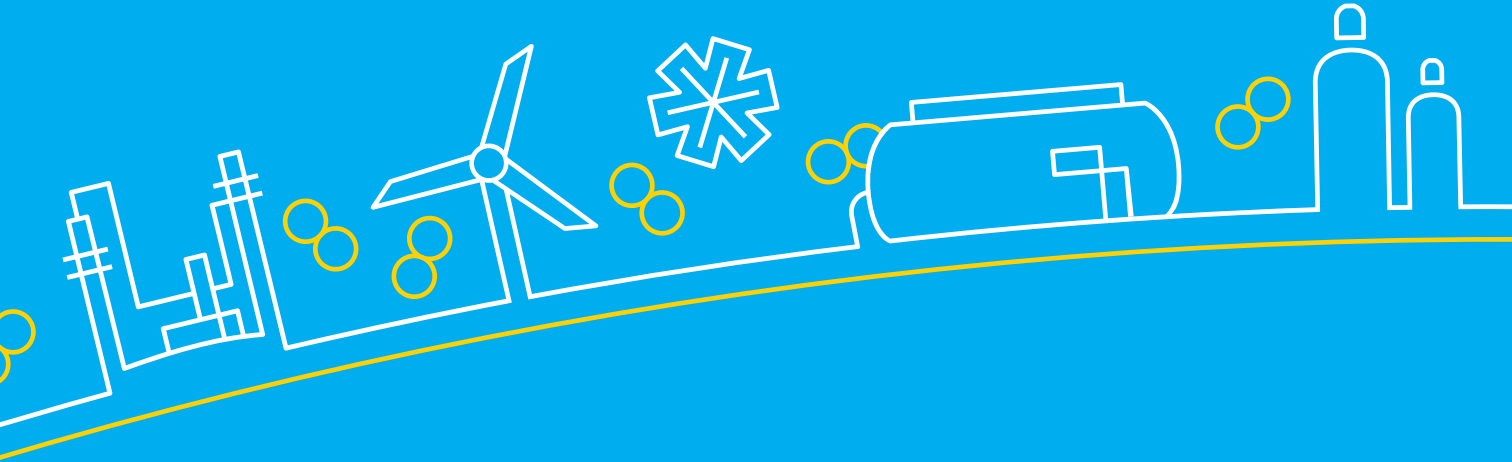
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Making our world more productive



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KSA'S FIRST ONLY WOMEN MOTOR EVENT

Finish Line:
Maha Alhamali in
her Prado 2022

The mid-March, three-day Rally Jameel (Jameel means beautiful in Arabic) was welcoming a total of 34 teams, including 21 racers from the Kingdom and female racers from 15 foreign countries, such as Germany, US, Spain, and Sweden.

The rally covered 1,105 kilometres of hidden checkpoints and challenges, about 340 km of those rough off-road terrain. The drivers had to collect 141 points from road books issued to the teams the night before each of three stages. The navigational rally followed routes from the north-central city of Hail, through Qassim, ending in Riyadh.

For most of the drivers it was their first motor sport experience. One of them was Maha Alhamali, who was born and raised in Jeddah (Saudi Arabia) - she won the 3rd place with her modified Toyota. Maha Alhamali graduated from King Abdulaziz University as an accountant and has been working as a manager in the banking and private sector for over 10 years. Some of her other passions are fashion design and the beauty industry.

"I have made many contributions to women's empowerment in the corporate field by creating programs to help women further develop their skills."

“All that made me an ambitious Saudi woman.”

What motivated you to become a rally driver?

I coincidentally spotted the race announcement, and it presented me with a chance to participate. I instantly seized the opportunity as I'm a big fan of adventures and self-actualizing activities to any extent that allows women to shine and build themselves up; predominantly in areas that are new within the Saudi Arabian context.

What role does motorsport play in Saudi Arabia and how engaged are women in this discipline?

Motorsports have a remarkably distinct presence in Saudi Arabia as they now offer equal chances for men and women alike in the presence of very supportive government policies for these sectors.

As a woman, were there any challenges you had to overcome?

There were many challenges in the past. However,



Maha Alhamali Et Pochola Hamandez in their Prado 2022



Celebration on the stage after the Rally

things have changed positively due to the unwavering support provided by His Royal Highness Crown Prince Mohammed Bin Salman and his strategic framework (Vision 2030) which emphasized empowering Saudi women and bolstering their presence across all sectors, while focusing on the fields wherein they are able to achieve and contribute, such as sports for example. Most, if not all obstacles, have now disappeared. A Saudi woman is currently able to participate in activities such as off-road racing. The challenges may be daunting, but the will and the courage to achieve can subdue all fears.

Are there any racing drivers whom you consider to be your role models?

I would definitely name Saudi racing champion Yazid Al-Rajhi and the many Saudi women currently making their way in rallying and other motorsport disciplines; women who fill me and Saudi Arabia with honour and pride.

Who is your biggest supporter?

My biggest supporter would be my mother, family, friends and specifically my friend Sarah Al-Amoudi, who was supposed to take part in the race, but had to drop out due to personal reasons. She was there for me all the time and gave me the much-needed confidence to carry on this path.

How did you prepare for the Rally Jameel?

Rallying requires a thorough preparation on all levels, and my preparatory measures comprised physical fitness and off-road driving in several wild areas around Jeddah, Tabuk, and Al-Ula. Similar vigorous competitions also require psychological preparation, endurance, and a lot of patience. "All that made me an ambitious Saudi woman."

How many Rally events did you attend?

Rally Jameel witnessed my first-ever official participation. It is the first of its kind in Saudi Arabia, being an all-female rally with international women drivers, along with local Saudi participants. For many women, Rally Jameel is their introduction to this sport.

What are your future plans, and do you intend to participate in any upcoming competitions?

I am going to participate in a rally race taking place in Saudi Arabia later this year. I am already working to issue a license, equipping the car, and acquiring sponsors.



Maha Alhamali in her Prado 2022, Rally car

Where do you see the potential to take Rallying and Motorsport for women to the next level?

Saudi women are already taking motorsports to the next level, and they enjoy unwavering official support. International rally events have already witnessed the participation of Saudi female drivers like Dania Akeel and Mashael Alobaidan.

"Of course, there were challenges. Some considered it a sport that violates feminism, and it is not suitable for ladies. Of course, it is not true because it does not affect, but rather depends on courage, technique, and average physical fitness. Success does not come easily and patience at all levels will be required."

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GESALO'S FEMALE ROUNDTABLE

Potentials & Development of Education in the Kingdom of Saudi Arabia,
held in February, hosted by GESALO.

Dr. Reem Al Torki held a very inspiring speech about the educational development and potentials in the Kingdom of Saudi Arabia. We had great participants from the higher educational, and governmental sector which we appreciate their contribution and discussion. One major question that was leading the conversation was on how to support young people in finding their preferred job. Another main topic was the inclusion of disabled people and strategies on how to manage the pandemic. These kinds of roundtables are held on a regular basis. For more information kindly join our Newsletter or visit our website.

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Participants of the 2nd female Roundtable "Education"

Photos: GESALO (2)

28.09.2022

GESALO-Dussmann Female Executive Leadership Program



GESALO, the official representation of the German Industry, and Dussmann Ajlan & Brothers LLC, a facility management specialist and member of the German Dussmann Group, are inviting young female management talents to hone their leadership skills at a one-day seminar.

Together, participants will explore topics that play an important role in developing a career in international business:

- Management skills
- Intercultural competence
- The special challenges facing female managers
- European process management
- A roundtable exchange with Dussmann Group executives

When:

28.09.2022

Where:

German-Saudi Arabian Liaison
Office for Economic Affairs
(GESALO)

Pure, Block B, 1st Floor,
Takhassusi Branch Road
7993 Al Mohammadiyah 3213
Riyadh 12364

Participants will receive
a certificate at the end of
the seminar

Female Saudi nationals with a B.A. or M.A in engineering or sciences, 2-3 years' work experience and fluency in English and Arabic are invited to apply to:

Anastasia Georgiadis

georgiadis@ahk-arabia.com
+966 50 645 6331

Rasha Moslem

moslem@ahk-arabia.com
+966 55 432 4070

Questions? We would be happy to hear from you.



WOMEN IN BOXING

Highlighting important topics for the community like sports and specifically boxing, and engaging the community, opening dialog, and finding sustainable solutions for Saudi communities and cities is what change makers do. The sport of boxing promotes diversity and inclusion and is an integral driver of Saudi Vision 2030.

For the past two years, Change Makers like Christin Reuter, Sara Alshahrani, Salma Alsemari, Kaysie Joy, Alicia Kong, have been a fundamental part in driving systemic change in the sport of boxing in Saudi Arabia. “Creating a vibrant society with fulfilling lives’ through amongst other things ‘the promotion of physical and social wellbeing and healthy lifestyle.”

(Vision 2030) These women who are passionate sports leaders, athletes, and enthusiasts come together to discuss sustainable improvements to the world of elite sports and boxing in an innovative way.

TKO FIGHTERS

In Saudi Arabia, TKO Fighters is a private boxing organization that aims to transform amateur boxers into professional champions from the grassroots. The TKO team is led by Lee Starks, a prominent American Boxing Coach from Plainfield, New Jersey. Coach Lee founded TKO Fighters in 2021 to promote competitive excellence and well-being in Saudi boxing. Coach Lee is the only World Boxing Association Coach (WABA) and Certified Cutman in Saudi Arabia. Coach Lee is working closely with the president of the WABA, Onesmo Ngowi, to build boxing in Saudi Arabia from the grassroots up.

COACH LEE STARKS - USA BOXING COACH-

“Our objective is to foster relationships and build the infrastructure of boxing, creating and producing world-class talent for the world. In addition, I am incredibly optimistic that soon the world will see Saudi female boxers and male boxers competing for a title belt. There’s an astronomical number of talented female athletes with tremendous potential.”



Coach Lee Starks

During the month of November 2021, Saudi Arabia held its first GCC International Women’s Boxing Championship Tournament. Among the rising stars, Sara Alshahrani became the first Saudi female fighter and gold medalist to win in her weight group. Since then, the TKO fighters have been achieving unprecedented success in local tournaments, exhibition matches, and international competitions. Most recently, in March of 2022 Kuwait held its first GCC Women’s Boxing Tournament. Christin Reuter and Salma Alsemari joined the championship, both winning gold medals and achieving unanimous decisions by the judges and scores table.

Boxing has historically included women almost throughout its history, but female fights have been mostly outlawed until recently. Additionally, it's no secret that women's boxing has a host of problems, including uneven pay. But the new revolution is the evolution of sports and economic prosperity. Women's boxing is becoming more popular at all levels, from amateur to professional.

SALMA FAHAD – SAUDI ARABIA TKO FIGHTER – “My goal is to encourage women to follow their passion in whatever positive thing it



Salma Fahad

is they endeavor to do in life, and that is a fight. A lot of women face judgment from society specifically on what they are allowed to be or become as a profession. Boxing and martial arts are one of the more stigmatized sports that women fear making a career in.

I'm ambitious about boxing, and despite all the challenges I'm working rigorously on myself. And maybe one day I can humbly lead by example. Everyone has a story, and it isn't my story alone that will drive change, it's everyone's passion for something

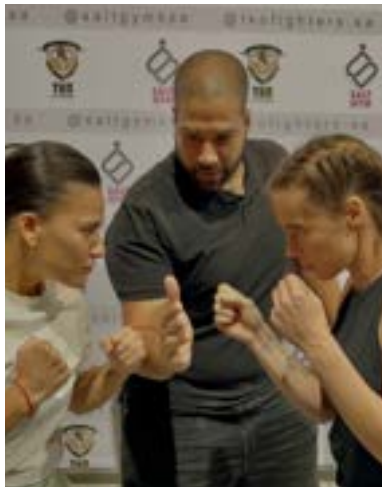
and invaluable efforts to work together constructively to create positive outcomes. Small or big impact, what makes the change is hurdling through the obstacles and fighting for what you believe in as long as it creates or generates a healthy and positive impact on society.”

SARA ALSHAHRANI – SAUDI ARABIA TKO FIGHTER - “Women's bodies are biologically and physically strong, I mean women carry a human being in their body for 9 months and then give birth. And through the process of giving birth feel half the pain of death that no man

is, however, in recent years, men have played a more active role in breaking the taboo and promoting women in sports. The underlying problem is that women are often judged by society on what they should or shouldn't be able to do with their lives.”

Despite the patriarchal and social stigma surrounding female boxing, several women and girls have joined TKO boxing team out of love for this sport. TKO Boxing organization became a great platform for talent like Sara Al Shahrani coming up. One of the biggest game-changers for boxing in Saudi Arabia was when the Saudi Boxing Federation held its first international

“TKO Boxing organization became a great platform for talent like Sara Al Shahrani coming up.”



Christin Reuter and Alicia Kong face-off

can survive. So, how does this relate to boxing/fighting.

Women have the physical and mental strength to engage in this tough sport. Women are built to be multi-taskers. We're strong and survivors of the most challenging experiences in life. So, why is boxing a taboo issue for women? Is it because it is a sport dominated by men? Yes, it

women's GCC boxing tournament. And since then, boxing has been growing tremendously in Saudi Arabia.

CHRISTIN REUTER, A TKO FIGHTER said, “You never know how strong and powerful you can become until you step into that ring. Once in the ring, you must put everything you've learned to the ultimate test. In this moment there is no running away anymore, it's where you're forced to confront your fears of pain and failure.”

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INTERNSHIP AT GESALO



Jana Eljhobary and Vivian Kofler at the GESALO office

Our experience working at GESALO has been insightful and enlightening to say the least.

Wishing to further our education, at university in the fields of international relations and business organization, GESALO offered the perfect opportunity to explore and understand the means in which international and domestic companies can interact in their various respective fields and the bodies required to facilitate this interaction.

Being at the German-Saudi Arabian Liaison office for Economic Affairs, we were able to witness the bringing together of German companies wishing to enter the blossoming Saudi Arabian market and likewise Saudi Arabian companies wishing to gain a foothold in the advanced German economy.

Our five-day internship at GESALO was jam packed with activities and opportunities to learn more about business negotiations within the framework of the biogenic waste material industry. As part of our activities, we attended an informative symposium on the topic of energy generation from biogenic residual and waste materials, where several expert speakers representing German and Saudi waste management companies presented products, solutions, and Schemes to solving the biogenic and energy waste crisis.

We were also lucky enough to accompany a Ger-

man delegation in this field to their B2B meetings where we experienced the full scope of business discussion and interconnectedness of decision making. Back at the office of GESALO we were taken to the behind the scenes of how these events and meetings are organized and the important role that GESALO and other organizations play in establishing links between major trading countries.

“ The internship was a wonderful experience, and we are grateful for the opportunity. ”

AUTHORS

Jana Eljhobary and Vivian Kofler

Year 12 Grade students

BISR (British International School Riyadh)



Symposium: biogenetic residual and waste materials

ENERGY GENERATION FROM BIOGENIC RESIDUAL AND WASTE MATERIALS

German business delegation visits the Kingdom of Saudi Arabia and Bahrain

On behalf of the Federal Ministry for Economic Affairs and Climate Action (BMWK) and in cooperation with RENAC AG (The Renewables Academy) GESALO organized a German business delegation visit on Energy generation from biogenic residual and waste materials to Riyadh, Dammam, and Bahrain.

The latest developments in Biogenic Residual and Waste Materials offer great opportunities in the Saudi Arabian Market. Saudi Arabia is aiming to increase and diversify the recycling rate. By 2035, Saudi Arabia aims to recycle 94% of waste or convert it to energy. Municipal waste is to be 81% recycled and 19% recovered in waste-to-energy (WtE) plants. Construction waste is to be 60% recycled, and 85% of industrial waste is to be recycled and treated.

Primarily by the Saudi Investment Recycling Company (SIRC) some improvements can be seen already! Yet, to date, the sector's potential has not been fully realized, and biogenic WtE is a solution concept has received little attention. Currently, Saudi Arabia expects to build and commission a total



EDB highlights the potential in the WtE Sector

of 1,329 new recycling and waste processing facilities by 2035. The great demand for new plants and the partial construction of entirely new waste management infrastructure make the Saudi market particularly attractive.

Also, neighboring country Bahrain has set up a national plan for the renewable energy mix that includes waste-to-energy technologies. Many technologies have been developed and deployed to use waste as a fuel input for energy. According to data from the Ministry of Works, Urban Planning and Municipalities, Bahrain produces more than 1.7 million tons of solid waste per year. Instead

of being landfilled, it can be used to produce electricity and reduce greenhouse gas emissions. Organic material, mostly food waste, makes up 60% of total municipal solid waste. Today all municipal solid waste in Bahrain is landfilled. According to unofficial expert estimations from the Ministry of Works, Urban Planning and Municipalities, Bahrain has only four to five years of landfill capacity left.

The visit started with a Conference on Energy generation from biogenic residuals and waste materials at the Crown Plaza RDC Hotel and Convention Center in Riyadh. The German participants (Christopher Otto; HeGo



NADA Farms: From milking to processing

Biotech, Gregor Urban; Goffin Energie, Milos Curcic; Vogelsang, Ingmar Spisak and Arkan Al Janaby from Hovex GmbH) presented their solutions and Know-How for the WtE Sector and engaged in vivid and open discussions with the attendees of the Symposium.

Furthermore, the German Experts Heinz-Peter Mang, (Gerbio) and Prof. Dr.habil Satyanarayana Narra, (Universität Rostock) together with Saudi expert Adah AlFayez (SIRC) and Bahraini experts from the University of Bahrain Dr. Prof. Hanan M. Albuflasa enriched the symposium with insight and latest developments in WtE academics.

There were very interactive and fruitful exchanges between the speakers and the audience, as well as many opportunities for B2B meetings. During the Symposium and afterward, contacts and B2B meetings were arranged between the German companies and potential local business partners and institutions.

The business delegation started off by visiting the German company

KSB Pumps, where the delegation had a fruitful exchange about the opportunities of making business in Saudi Arabia. The visit was concluded by a tour through the factory.

Further institutional visits and more B2B meetings in Riyadh, Eastern Province, and Bahrain followed. The Delegation visited The Riyadh Municipalities and the Federation of Saudi Chambers. The B2B meetings in the Eastern Province were concluded by a full tour of around 540 hectares state of the art NADA dairy farm – from cow milking to the final product for the shelves.

In Bahrain, the EDB (Economic Development Board) team gave a comprehensive overview of the current market situation in the waste-to-energy sector and the potential it is offering, followed by further insightful visits and discussions with the Ministry of Works, Municipalities Affairs, and Urban Planning and finally with the Supreme Council for Environment highlighting the business and investment opportunities.

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LEISURE ECONOMY AND LEISURE INFRASTRUCTURE IN SAUDI ARABIA

Winter Wonderland
in Riyadh

The webinar provided comprehensive, first-hand information on market developments, the legal framework and potential business opportunities in Saudi Arabia.

Saudi Arabia has great plans for its leisure industry that is yet in its infancy. As part of its ambitious reform program “Vision 2030”, the country intends to develop its newly established tourism sector in the shortest time possible. Accordingly, a large number of projects are dedicated to the leisure industry and leisure infrastructure. The Kingdom is to become attractive not only for foreign guests, but also for its own citizens in the areas of events, leisure, sports and music. Recognizing this trend and its business potential for German companies, MENA Business GmbH and the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) organized a webinar on the Saudi Arabian market targeting German small- and medium-sized service providers and companies on May 31st, 2022. The event was held on behalf of the German Federal Ministry for Economic Affairs and Climate Action (BMWK) as a project-related funding measure under the Market Development Program.

The aim of the webinar was to provide comprehensive first-hand information on the market development, the legal framework and potential business opportunities for

German companies in the target market Saudi-Arabia. In 2,5 hours, the participants learned about industry- and country-specific data and facts, were introduced to selected development projects and could get a glimpse into pitfalls and opportunities within the Kingdom.

Part of the program was an overview of the work of the Royal Commission for Riyadh, responsible for the urban, economic, social, and cultural development of Riyadh, the capital city of Saudi Arabia, and the Royal Commission for Al Ula (RCU), established to protect and preserve Al Ula, a region in the northwest of Saudi Arabia, provided by entity-representatives. RCU, for instance, has a long-term plan to develop and implement sustainable and conscious development of the region to make it one of the most important archaeological and cultural destinations in the country. RCU's development work in Al Ula encompasses a wide range of initiatives in the fields of archaeology, tourism, culture, education, and the arts, and reflects the commitment to promoting tourism and leisure in Saudi Arabia outlined in Vision 2030. In addition to the Royal Commissions for Riyadh and Al Ula, a representative of

the Diriyah Gate Authority contributed by providing an overview about the Diriyah Gate project. Diriyah Gate is a 7 km² mixed-use historic, culture and lifestyle destination currently being build. It is supposed to become the Kingdom's historic and cultural heart, showcasing Saudi Arabia's history through a set of heritage, hospitality, education, retail and dining experiences for residents and tourists.

Moreover, the participants were briefed on overall market opportunities and developments in the Saudi Arabian market and got an overview about the legal framework and its pitfalls.

To sweep away potential concerns about the foreignness of the Saudi Arabian (business) culture, participants were provided with insights from German businessmen already active in the market.

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BAVARIAN DELEGATION VISITS SAUDI ARABIA

Roland Weigert, State Secretary at the Bavarian Ministry of Economic Affairs, Regional Development and Energy, visited Riyadh with Bavarian experts from the fields of biotechnology, medical technology, and hydrogen from March 30 to April 01, 2022.

During their visit, the participants spoke to high-ranking ministry representatives, were briefed on, and visited planned megaprojects in Saudi Arabia and met representatives of German companies already present in the country. Numerous opportunities for cooperation were identified in Saudi Arabia. The long-term goal of intensifying bilateral trade relations is also to be achieved through upcoming trips and talks.

As part of their trip, the participants visited the residence of the German Embassy Riyadh, where they were received by H.E. Ambassador Dieter Lamlé. The ambassador and the delegate of the German Industry and Bavarian representative in Saudi Arabia, Dr. Dalia Samra-Rohte, briefed those present on particularities and recent developments in the country.

In addition to meetings at the Ministry of Health and the Ministry of Investment, the participants were briefed on the regional megaproject "NEOM", a futuristic city with various areas of expertise in the northeast of Saudi Arabia. The project offers opportunities for cooperation with Bavaria, particularly in the field of hydrogen.

Photos: Anastasia Georgiadis (GESALO), Thomas Assenbrunner (StMWI) 5)



Bauer Tiefbau at the Six Flags Construction Site in Qiddiya (L-R): Saboor Khan, Stefan Neidhart, Roland Weigert MdL

The Bavarian experts also visited the future city "Qiddiya", a mega project of the tourism and entertainment industry in the Riyadh area. There, the participants visited the construction site of a subsidiary of the Bavarian BAUER Spezialtiefbau GmbH, "Saudi BAUER Foundation Contracors Ltd.", which is currently busy with the foundation works for the roller coaster "Falcon's Flight". State Secretary Weigert commented on his visit: "Projects such as Qiddiya, which serve entertainment and leisure purposes, also represent the opening-up that Saudi Arabia has recently embarked on. In many instances, the investors are relying on innovations and quality from Bavaria. Renowned and world-leading Bavarian companies such as Bauer are providing the solutions for successful implementation of the plans." (Source: Press release Bavarian State Ministry of Economic Affairs)

During a roundtable discussion with Bavarian company representa-

tives, it became visible just how many Bavarian companies are already operating successfully in the country. During a dinner with German specialties at the premises of the Delegation of German Business for Saudi Arabia, Bahrain and Yemen, the participants

of the expert trip had the opportunity to exchange ideas with locally based representatives of German companies.

To strengthen bilateral relations, State Secretary Weigert held out the prospect of further talks and visits to Saudi Arabia.



Pictured above, Digital City Riyadh (L-R): Christian Krewinkel, Dr. Ulrike Wolf-Prexler, Dr. Fabian Pfaffenberger, Roland Weigert MdL, Prof. Dr. Horst Domdey, Dr. Dalia Samra-Rohte, Dr. Jörg Traub



Qiddiya – Future Capital of Entertainment, Sports and Arts (L-R): Dr. Dalia Samra-Rohte, Dr. Ulrike Wolf-Prexler, Dr. Mansoor Al-Mansoor, Roland Weigert MdL, Philippe Gas, Dr. Jörg Traub, Dr. Fabian Pfaffenberger

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German-Saudi Arabian Liaison Office
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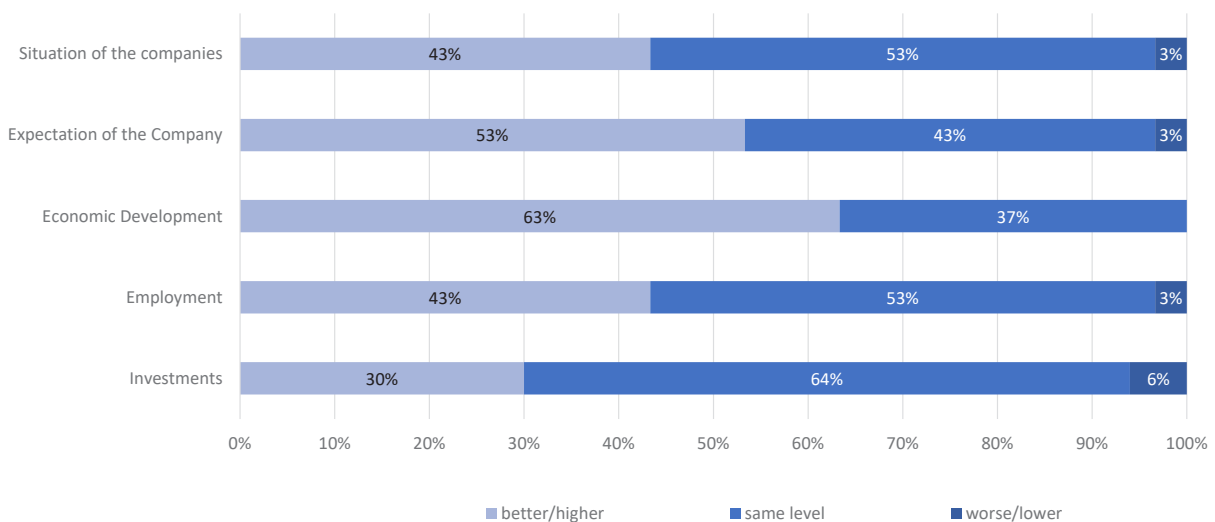
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AHK WORLD BUSINESS OUTLOOK

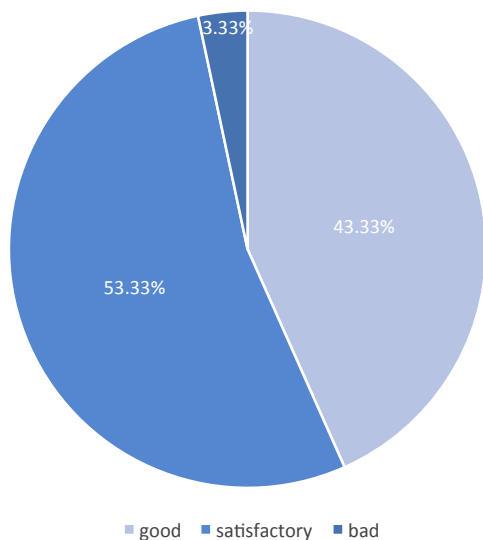
SPRING 2022

What is the current state of the global economy? In order to be able to demonstrate the current challenges for German companies but also the success in international business, the global AHK network together with the DIHK regularly conducts a survey on the economic situation and future expectations. More than 4,200 German companies participated in the March/April 2022 survey worldwide, including 30 companies within Saudi Arabia. Below you will find an overview of the statistic evaluation for the Kingdom of Saudi Arabia.

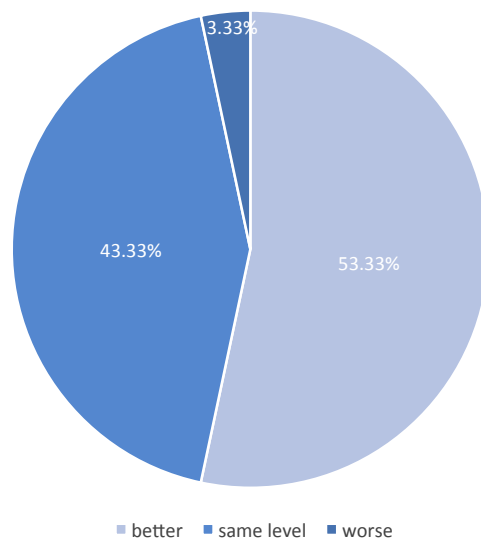
Overview of the current company situation*



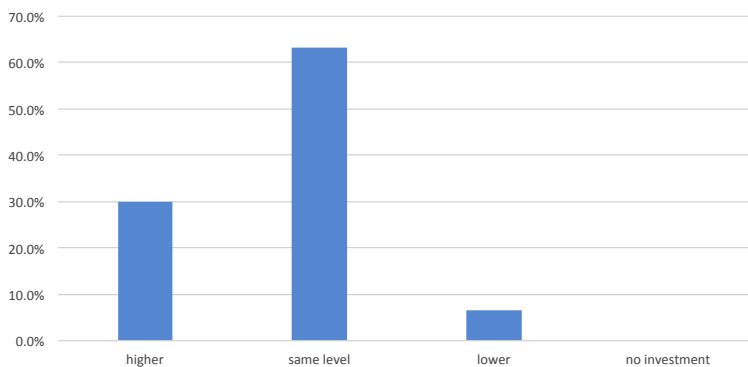
1. How do you assess the current business situation of your company?*



2. Which business development do you expect for your local company in the next twelve months?*



3. How is your company's spending on local investments likely to develop over the next twelve months?*



*Based on a survey among 30 German companies, branches and subsidiaries as well as companies with close ties to Germany in Saudi Arabia (conducted in March/April 2022)

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30 GERMAN COMPANIES PARTICIPATED IN THE BIG 5

German technology has a prominent presence at the Saudi market.

The “Big 5, 2022 in Riyadh”, which was held at the Riyadh International Convention and Exhibition Center, from March 28-31, 2022, was inaugurated by the Deputy Minister of Industry and Mineral Resources, HE. Eng. Osama bin Abdulaziz Al-Zamil, who was received at the German pavilion by Dr. Dalia Rothe, Delegate of German Industry and Commerce for Saudi Arabia, Bahrain & Yemen, accompanied by HE. the German Ambassador to Saudi Arabia, Mr. Dieter Lamlé

The German pavilion included 30 German companies in different specializations to showcase the latest technologies, innovations, and sustainable solutions for the construction sector, and about 35 different countries participated in the Big 5 exhibition in Riyadh.



Mr. Omar Hamza (GESALO) and Mrs. Antonia Baumann (expotec), organizer of the German pavilion

The development plan, spearheaded by Saudi Vision 2030, includes new cities such as NEOM, Jeddah Economic City and the Red Sea Project, which are expected to be completed by 2030.

Under that wise plan, there are many opportunities to create new relationships between industry profes-

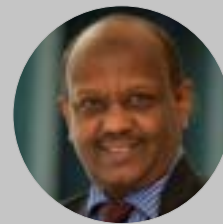
According to recent reports issued by the Capital Economist, Med Projects and Knight Frank, the Kingdom's economy is expected to grow by 7.3 percent in 2022, with nearly \$1.2 trillion of well-known projects planned. about 74 percent of them are in the construction sector.



Dr. Dalia Samra-Rothe (GESALO) & H.E. Mr. Dieter Lamlé (German Ambassador) welcome H.E. Osama Bin Abdulaziz Al-Zamil (Vice Minister of Industry & Mineral Resources)

sionals and companies both locally and internationally. Where 30 German companies participated in the Big 5 exhibition in Riyadh, providing sustainable and innovative solutions that would contribute to the development of new cities and mega projects. For example, the Qiddiya project and the construction of the railway network with investments estimated at \$500 billion, at a time when the Kingdom launched the “Green Saudi Arabia” initiative to reach net travel emissions by 2060, while the Kingdom plans to be at the forefront of efforts to combat climate change.

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Dr. Dalia Samra-Rohte is welcoming the guest speakers and visitors

ACHEMA SYMPOSIUM

The German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) had the pleasure of hosting a symposium in Riyadh on June 1st on the petrochemical sector as well as the process industry.

The ACHEMA 2022 is the world's largest exhibition on chemical, pharmaceutical and biotech research, and manufacturing industry, as well as energy environmental service, which will be held in Frankfurt Am Main, Germany 22 - 26 of August 2022. With 3,800 exhibitors from 50 countries and nearly 170,000 visitors, ACHEMA 2022 is the trend setting platform and international marketplace for technology and services in all sectors of the process industry.

The event was addressing key topics such as business and investment opportunities in Saudi Arabia, as well as perspectives for Saudi Arabian German business relations and sustainable connections. GESALO had the pleasure to welcome great guest speakers from DECHEMA, Coperion, Sabic and Evonik.

The aim of the symposium was to portray the market potential for Saudi companies within the petrochemical and process industry, as well as to introduce the ACHEMA 2022 to the Saudi market.



Networking and B2Bs after the symposium



Dr. Björn Mathes from DECHEMA and other guest speakers

B2G DIALOGUE ON GREEN HYDROGEN

The Jordanian Ministry of Energy and Mineral Resources and the German Federal Government, represented by the German Federal Ministry of Economic Affairs and Climate Action organized the MENA Europe Future Energy Dialogue (MEFED) Conference, June 8–9, 2022 in Jordan at the King Hussein Convention Center on the Dead Sea.

The conference was held under the patronage of His Majesty King Abdullah II Ibn Al Hussein of Jordan.

MEFED aims at deepening the energy cooperation between the MENA region and Europe. Due to the geographical proximity, the great potential for renewable energies, but also the energy intensity of the region, increased cooperation also offers a great opportunity in view of the current geopolitical challenges. To this end, high-level decision-makers from politics, business, academia and civil society from both regions were invited to discuss current challenges in the expansion and integration of renewable energy, green hydrogen, energy efficiency, financing and technologies, to accelerate existing projects and to launch new initiatives. The conference was supported by the Arab League, the European Commission, UNESCWA, IEA, IRENA, UfM, RCREEE, and OME, and is specifically designed to provide opportunities to advance high-level business-government (B2G) dialogue.

Especially for the production and export of green hydrogen and electricity to the European Union and

Germany, the MENA region plays an important role in a sustainable energy supply and the energy security of the EU and Germany, thus becoming of strategic interest for the German Ministry for Economic Affairs and Climate Action and its energy partnerships

The MENA-Europe Future Energy Dialogue seeks to deepen the energy cooperation between the MENA region and Germany and the EU and lays the ground for new initiatives, where companies will play a key role. Within this framework GESALO organized the side event B2G dialogue on green hydrogen moderated by Dr. Dalia Samra-Rohte, Delegate of the German Industry in Saudi Arabia.

Business-to-Government session, Best-Practice examples and lessons learnt of already ongoing hydrogen projects were presented and furthermore options for new hydrogen projects in the MENA region were dis-



B2G dialogue on green hydrogen

cussed. More than 100 participants attended the session which discussed: How to initiate an H2 ecosystem, governmental support systems of the Federal Ministry for Economics and Climate Action, best practice examples from the industry, transport challenges and ended with an outlook into the future.

The session was organized by the German Chambers of Commerce Abroad (AHK) of the MENA region and also attended by Dr. Monika Erath (CEO of AHK-Algerien-German Chamber of Commerce) and Andreas Wenzel (CEO of the German Chamber

of Commerce and Industry in Morocco Thanks to the highly esteemed panel.

- Dr Falk Bömeke, BMWK
- Eng. Amandi Mohamed Al Azzam, Ministry of Energy Jordan
- Andreas Beckers, ThyssenKrupp Uhde Egypt
- Benjamin Schroeder, Siemens Energy
- Hammad Masood ACWA Power
- Dr. Michael Losch, Austrian Federal Ministry for Climate Action, Environment, Energy
- Badr Ikken, General Confederation Moroccan Companies, AHK Morocco

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FOOD FORUM HANNOVER 2022

The economic transformation taking place in Saudi Arabia also has an impact on the food sector.

During the Forum for “Export Promotion for Agri Food Industry Saudi Arabia and Bahrain” in Hannover German food producers received firsthand advice from GESALO, Saudi Food and Drug Authority (SFDA), importers and end customers/hypermarkets. Also, the neighboring country Bahrain offers market opportunities for German companies. Besides import regulations, new market trends as organic, convenience food or vegan have been discussed.

The event was organized and supported by the Chamber of Industry and Commerce of Hannover and the German Federal Ministry of Food and Agriculture. GESALO would like to thank the speakers from Saudi Arabia and Bahrain following the invitation to Hannover



Insights about the Food Sector in KSA and Bahrain



Successful Forum with our Saudi and Bahraini experts

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HYDROGEN AND SYNTHETIC FUELS

BELIN - HAMBURG - BRUSSELS

The Saudi-German Energy Dialogue, established in 2019, between the KSA Ministry of Energy (MOE) and the German Federal Ministry for Economic Affairs and Climate Action (BMWK), aims at promoting dialogue between stakeholders from industry and the public sector of both countries. In March 2021 both Ministries have signed an MOU of a Clean Hydrogen Alliance. GESALO and Guidehouse are supporting the Dialogue.

Within the framework of the German-Saudi Energy dialogue which the German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) is supporting together with Guidehouse a Study Tour on Hydrogen and Synthetic was jointly organized with the Global Hydrogen Diplomacy Programm and PTX. Hub Brussels.

Hydrogen and other synthetic fuels are receiving increasing attention due to their potential to decarbonize sectors where direct electrification is challenging. At the same time, the scale-up of green hydrogen changes geopolitical trends and perspectives. This joint study tour organized by the Saudi-German Energy Dialogue, H2Diplomacy, and the PtX-Hub Brussels provided participants with an opportunity to gain a deep understanding of hydrogen technologies, policy frameworks, and geopolitical implications. Participants benefited not only through knowledge sharing but also through enhanced dialogue between



German – Saudi Study Tour participants, BMWK Berlin

Germany, Saudi Arabia, and the EU on necessary steps for the scale-up of the green hydrogen economy

After a casual gathering and interesting discussions on the hydrogen sector Sunday night in Berlin, the Saudi delegation with representatives from the Ministry of Energy, Aramco, Public Investment Fund (PIF), KAPSARC, and King Abdulaziz City for Science and Technology was welcomed by the Federal Ministry for Economics and Climate Action to get an insight into the German hydrogen strategy and presented the Saudi strategy on Monday.

Further insight into the German hydrogen strategy from an Industry perspective was received in the Association of German Chambers of Industry and Commerce (DIHK) before

engaging in a vivid roundtable discussion with German representatives. Followed by an additional roundtable in the German Foreign Office on the geopolitical implications of the global hydrogen trade.

In the Free and Hanseatic City of Hamburg, a pioneer in clean hydrogen, the delegation made site visits and attended roundtables with several representatives from local government, businesses, and academia receiving an insightful overview of the city's decarbonization plans.

The Study Tour was concluded in Brussels at a roundtable organized by H2Diplo, with insightful exchanges and fruitful discussions on the geopolitics of Hydrogen and how to strengthen the Saudi German/EU Hydrogen partnership.



Left: German – Saudi Study Tour participants, DIHK Berlin



Far Left: German – Saudi Study Tour participants, DIHK Berlin
Left: German – Saudi Study Tour participants, BMWK Berlin



German – Saudi Study Tour participants, Hamburg port

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COMMERCIAL AGENCY OPENS FOR FOREIGN INVESTMENT

Amendments to the Saudi commercial agency and distributor regime will bring changes and (some) clarifications.

In January 2022, the Saudi Ministry of Commerce (MOC) announced substantial amendments to the Saudi commercial agency and distributorship regime through a new Commercial Agencies Law. MOC published a draft of the new law on its website inviting interested parties to comment. The new law is expected to come into effect in mid-2023 and will—among other things—expand the scope of application regulate exclusivity, termination, and compensation.

Unlike the current law under which only Saudi nationals may act as commercial agents/distributors, the new law will allow foreigners to act as agents/distributors in Saudi Arabia. This does not only open the sector up for foreign investment. It will also allow principals to invest in their agents/distributors to increase oversight.

Furthermore, the new law will provide some exemptions from the Saudi IP law regime. It will allow commercial agents/distributors to use trademarks and other IP of the principal. It, therefore, is advisable to explicitly regulate how IP of the principal should be treated in the agency/distributor agreement.

The new law largely maintains the termination regime as the current law. However, under the new law agreements concluded for an unlimited term must be terminated by giving one month notice for each year the agreement was in force. Where the principal terminates an agreement without or short notice, the principal must indemnify the agent/distributor for unlawful termination. However, the agent/distributor must claim such indem-

nity within one year of termination. Otherwise, the agent/distributor may not claim indemnification.

Moreover, the new law amends treatment of exclusive agency/distributor agreements. While in principle permissible, MOC may set aside an exclusivity arrangement, where it (potentially) impedes the supply of necessary goods or services in the Kingdom. MOC will coordinate with the General Authority for Competition (GAC) and other relevant authorities to assess impacts of exclusive agency/distributor arrangements.

The new law also substantially increases penalties for violations of the commercial agency regime. Under the current law fines are capped at SAR 50,000. Under the new law the cap will be increased to SAR 500,000.

The draft of the new law currently available is not yet final. MOC published the draft to allow interested parties to comment on the provisions and provide input on the law. Thus, the current draft may be further amended before the final version of the new law is published. Still, we do expect the core amendments introduced the new law—as presented above—to be maintained at least in principle.

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KSA LEGAL OUTLOOK: DRAFT LAWS AND THEIR POTENTIAL IMPACT

The Kingdom of Saudi Arabia (KSA) continues to pursue its ambitious social, economic and legal reforms under the Vision 2030 Program. Several laws have been made available as drafts for public consultation. Once promulgated, we expect these laws to have a considerable impact on the Kingdom's economic and FDI landscape:

- The draft **Investment Law (IL)** governs foreign direct investments and is set to replace the current Foreign Investment Law enacted by Royal Decree (RD) M/1 dated 5/1/1421 H (10/4/2000). It aims to generally abolish investment licenses and reduce them to exceptional cases. Core points of the draft IL are the abolition of investment licenses (MISA license); registration especially for initiation of investment projects or changes in ownerships; possibility to resolve disputes by arbitration.
- The draft **Commercial Transactions Law (CTL)** governs all commercial transactions and is set to replace the current Commercial (Courts) Law issued on 18/5/1931. Its contents are similar to* other commercial codes and it codifies some legal aspects which, as of today, are still subject to sharia legislation. The draft CTL contains general rules for commercial

transactions and covers commercial contracts in a b2b context (sales, distribution, commercial agencies) as well as commercial papers (promissory notes, cheques and notes payable).

- The draft **Commercial Agencies Law (CAL)** covers agency and distribution relations in KSA and is set to replace the current Commercial Agencies Law enacted by RD 11 dated 20/2/1382 (3/6/1962). A key reform in the draft compared to the current CAL is the removal of the requirement for agents and distributors to be Saudi nationals. The draft CAL also includes detailed provisions regarding termination and compensation.
- The draft **Consumer Protection Law (CPL)** for the first time regulates relations between providers of goods and services to consumers in KSA in a comprehensive approach. This contains essential consumer and information rights and regulates commercial practices. It also elaborates on the conclusion of contracts.
- The draft Commercial Companies Law (CCL) was* submitted. The CCL further eases restrictions for corporate vehicles and introduces new company forms in the Kingdom. These draft laws strive to align the legal landscape of KSA

with regional and international standards and further codify legal areas which are currently governed by uncoded sharia law. By liberalizing the economic landscape and reducing protective measures for Saudis, the draft laws, if implemented, would likely encourage additional foreign direct investment in the Kingdom.

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SAUDI LABOUR LAW

The labor law in the Kingdom of Saudi-Arabia (KSA) is mainly regulated by the Labour Regulation, Royal Decree No M/51 of 23 Sha'ban 1426 Hejra (corresponding to 27 September 2005), which entered into force on 26 April 2006.

It is strongly characterized by the so-called Saudization program which aims to increase the percentage of Saudi local employees and reduce the rate of foreign employees. A foreign employee can only be hired if no equally suitable Saudi employee is available. In 2011 the current Minister of Labour decided to implement the so-called Nitaquat-System that supports the Saudi nationalism scheme. However, Saudization quotas will not apply to companies which choose to set up or relocate their headquarters in Saudi-Arabia.

In terms of duration, there exist two different types of employment contracts in the KSA: fixed-term contracts and unlimited term employment contracts. Foreign employees may only be employed on fixed-term employment contracts. If the parties agree to an unlimited term employment contract, the employment contract will be treated as a fixed-term contract due to terminate on the expiry of the foreign national's work permit.

Only Saudi nationals may be employed under an unlimited term employment contract.

Saudi Arabia has introduced a minimum wage for citizens, which currently amounts to SAR 4,000. However, there is no minimum wage for foreign nationals.

The working week is Sunday to Thursday. An employee shall not work more than eight actual working hours in any one day, or no more than forty-eight hours a week. During Ram-

adan working hours shall not exceed six hours a day or thirty-six hours a week. Employees with one to five years of service receive 21 days of annual leave. Employees with more than five years of service are entitled to 30 days of annual leave.

It is possible to include non-compete provisions in an employment contract. The KSA Labour Law permits non-competition clauses up to a maximum duration of 2 years. Moreover, the non-compete provision should be limited in terms of geographic scope and the type of business being restricted.

In the past, employers have limited the ability of foreign employees to join a competitor by refusing the employer's consent. The Labour Reform Initiative provides employees with better protection. The Saudi labor reforms (Resolution No. 51848/1442) are aimed at increasing employee mobility which took effect on 14 March 2021.

The resolution allows foreign employees to leave their jobs without the consent of the employer upon the expiration of their employment contracts. They can leave their jobs prior to the expiration of the employment contract as far as the employee has been in the country for at least a year and has given 90 days' notice to the employer. In certain cases, foreign workers are allowed to change their jobs within the first year of employment. Besides, employees are now entitled to apply for and obtain exit/re-entry

permits and the final exit permit by themselves without having to obtain permission from their employer.

Unlimited term employment contracts may be terminated for valid reason. There are no guidelines as to the scope of a valid reason. A valid reason usually exists in the event of poor performance or misconduct. The employer has to give no less than 60 calendar days' notice in writing. If the employer does not follow those rules, the KSA labour court may award the employee invalid termination compensation that would be payable in addition to the employee's statutory and contractual entitlements.

An employer may demand that an employee stays at home and does not undertake their duties during all or part of their notice period. Nevertheless, the right to place an employee on garden leave should be contained in the employment contract.

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ARBITRATION IN SAUDI ARABIA: AN IMPORTANT BUILDING BLOCK OF VISION 2030

As part of the ambitious Saudi Arabian initiative "Vision 2030" to drive Saudi Arabia's economic growth and improve the efficiency of the Government, the enhancement of existing Arbitration procedures is a major building block to enhance the credibility and efficiency of alternative dispute resolution.

Accession to the United Nations Convention on Agreements for the International Settlement of Disputes arising out of Mediation ("Singapore Convention") is one component of this initiative. The new Commercial Courts Law 2020 (Royal Decree No. M/93 of 15/08/1441H) ("CCL") and the Court Fees Law (Royal Decree No. M/16 of 30/01/1443), which came into force on 13 March 2022, represent two further supporting elements of legislation aimed at encouraging parties to make greater use of alternative, non-judicial dispute resolution mechanisms, in particular arbitration and mediation.

The CCL modernizes the court system in Saudi Arabia by encouraging parties to use alternative dispute resolution tools.

By introducing court fees of 5% of the amount in dispute with a cap of SAR 1 million for court proceedings, the CCL aims to promote the option of out-of-court dispute resolution and encourage parties to avoid litigious court proceedings.

Similarly, the new Law on Public Tenders and Public Procurement ("GTPL") (Royal Decree No. M/128 of 13/11/1440 AH) also provides for the possibility that, subject to the approval of the Minister of Finance, Saudi government entities may settle disputes through arbitration in accordance with the relevant implementing regulations (Article 92(2) of the GTPL). Arbitration may be validly

agreed upon by the contracting parties, provided that

- Saudi law is applicable to the contract; and
- the estimated value of the contract subject to arbitration exceeds 100 million Saudi Riyals. Adjustments to this limit are at the discretion of the Saudi Ministry of Finance.
- The arbitration agreement and its terms must be set out in writing in the contract.

The above developments align the Kingdom's legal and institutional framework with international best practice. The positive trend in the enforcement of foreign arbitral awards through a steady increase in enforcement requests of up to 35%, is an important indicator that the jurisdiction is perceived as "arbitration friendly". This perception should help to increase foreign direct investment and boost investor confidence. It is also expected to strengthen the government's efforts to encourage international companies to establish their headquarters in Saudi Arabia.

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THE NEW SAUDI LAW PRACTICE CODE

Vision 2030 knocks at the door of the legal profession – in August the new lawyers' practice code will be fully enforceable.

The changes which Saudi Arabia has been witnessing under its flagship 'Vision 2030' reform program have had a sweeping influence in most sectors of the national economy and the country's society. This is especially true regarding the source of change itself viz. the legal system of the Kingdom. As explained by us in articles published in earlier editions of the GSBM, the civil law of the country is being revised and codified by means of the already enacted new Law of Evidence and Personal Status Law as well as the forthcoming Civil Transactions Law. In lockstep with the transformation of the Saudi judiciary the legal profession has also been reformed, most recently through the new Law Practice Code.

The new Code which came into force in February 2022 will fully apply in August this year, after expiry of a six-month transition period. It contains streamlining amendments such as those related to the issuance of legal practice licenses reducing the training period from three to two years. Other provisions strengthen professional standards such as those phasing out the exceptions allowing unlicensed professionals to plead before the courts (the only remaining exception being ultimately relations of kinship up to the fourth degree between attorney and client).

However, the most long-awaited and prominent amendments contained in the new code are those relating to the licensing of foreign law firms, now enshrined in a law for the first time in the history of the Kingdom. Local businesses have indeed expressed hope that this move and the increased use of foreign legal expertise will enhance also the professional standards of local law firms whereas foreign investors usually expect a better predictability of

regulations and court decisions, as well an increased use of legal English terminology. The chapter of the code regulating the licensing of foreign law firms in the Kingdom includes several regulatory controls, requiring that the foreign office has a distinguished international reputation in the respective legal field according to international competitive indicators and reports. Furthermore, the firm must have been in operation for at least ten years since its establishment, and it must have representations in no less than three different countries or five regions (featuring different legal systems) within one country. Finally, in order to be eligible, the foreign law firm must be represented in Saudi Arabia by two partners spending both at least half of their time in the Kingdom.

Interestingly, the new Law does not require a Saudi Arabian partner to be associated with the licensed law firm even though the rules governing the Kingdom's membership at the World Trade Organization (WTO) would have allowed that.

The recent amendments will certainly contribute to the development of the legal profession and the advancement of its members in an environment that always strives for excellence. It remains to be seen, however, if the two-resident-partners rule will not be considered as a too costly obstacle for many international firms to finally 'dare the move' and apply for the now-available Saudi practice license.

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EXPLORE & CONNECT

GESALO are the official representative of some of the most renowned German trade fair companies. We help companies from Saudi Arabia, Bahrain and Yemen to exhibit their products and services in the shows we represent and thereby to establish and strengthen business connections. Our exhibitors and visitors receive a personalized and targeted service. Whether you are interested in exhibiting in a fair or just to visit, please contact our trade fair department in Riyadh.

**AUG 27 -
SEP 09**



WHAT Caravan Salon
WHERE Düsseldorf, Germany
WEB www.caravan-salon.com
CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

The world's leading Trade Fair for mobile travel.

Every year, CARAVAN SALON makes Düsseldorf the international capital of mobile leisure. Only here can you discover, compare, and buy motorhomes, caravans and campervans in such diversity. In addition, you can experience vehicle technology, components and accessories, tents, mobile homes, caravanning and camping accessories, outdoor equipment, tourist destinations as well as camping and pitching offers.

SEP 14-16



WHAT REHA Care International
WHERE Düsseldorf, Germany
WEB www.rehacare.com
CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

World's largest trade fair for rehabilitation and care.

REHACARE is the leading international trade fair for rehabilitation, prevention, inclusion and care. With over 30 years of expertise and wide-ranging experience of the market, this fair is an ideal platform for anyone with disabilities or chronic conditions as well as for the elderly. The diversity of REHACARE are reflected in numerous "focal parks", info events, industry representatives, service providers, paying authorities and non-profit exhibitors.

SEP 20-23



WHAT InnoTrans
WHERE Berlin, Germany
WEB www.innotrans.de/en
CONTACT Mrs. Astrid Crookes,
messe@ahk-arabia.com

The world's leading trade fair for transport technology.

InnoTrans is the leading international trade fair for transport technology and takes place every two years in Berlin. Sub-divided into the five trade fair segments Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction, InnoTrans occupies all 42 halls available at Berlin Exhibition Grounds.

SEP 20-22



WHAT *DecarbXpo*

WHERE *Dusseldorf, Germany*

WEB *www.decarbexpo.com*

CONTACT *Mrs. Rasha Moslem, messe@ahk-arabia.com*

An evolutionary leap for ENERGY STORAGE.

A platform that unites technology and services for industrial and com-

mercial decarbonisation.

Messe Düsseldorf expands ENERGY STORAGE EUROPE into an Expo for Decarbonised Industries. The new format will be held from 20 to 22 September 2022 at the Düsseldorf trade fair centre in parallel with the world-leading trade fair glass-tec. Along with a variety of storage solutions, it offers the industrial and commercial sectors a range of products and solutions, along with consultation, for decarbonisation that has never been seen before. The solid progress of this trade fair reflects the revolution in industry, politics, NGOs and society in general.

SEP 20-25



WHAT *IAA Transportation*

WHERE *Hanover, Germany*

WEB *www.iaa-transportation.com*

CONTACT *Mrs. Rasha Moslem, messe@ahk-arabia.com*

Experience the world of buses, vans and, trucks in all its facets. The IAA Experience offers you the space to develop the full dynamics of your ideas. With its specially prepared experience areas, it provides the necessary instruments to create lasting experiences that inspire enthusiasm for the mobility of the future and transform visitors from passive spectators into active participants.

OCT 24-30



WHAT *bauma*

WHERE *Munich, Germany*

WEB *bauma.de/en/*

CONTACT *Mrs. Astrid Crookes, messe@ahk-arabia.com*

Construction and mining machinery trade fair.

33rd Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment. The global construction industry in one place: bauma is the most important meeting place for companies involved in construction machinery, building material machinery, mining machinery, construction vehicles and equipment.

NOV 02-04



WHAT *Asia Fruit Logistica*

WHERE *Bangkok, Thailand*

WEB *www.asiafruitlogistica.com*

CONTACT *Mrs. Rasha Moslem, messe@ahk-arabia.com*

The leading continental trade show for Asia's fresh product business.

ASIA FRUIT LOGISTICA covers the entire fresh produce industry value chain and its service support companies, as well as the latest, innovative products and ideas. It offers a totally unique opportunity to develop new business, make new top-level contacts, and gather essential market information on every aspect of the fresh produce trade throughout the entire Asian region.

OCT 19-26



WHAT *K Show*

WHERE *Dusseldorf, Germany*

WEB *www.k-online.com*

CONTACT *Mrs. Astrid Crookes, messe@ahk-arabia.com*

The World's No. 1 Trade Fair for Plastics and Rubber.

Hot Topics of K 2022 – Circular Economy: Plastic Cycles must be closed, Digitization: The degree of digital networking influences the success of a company, Climate Protection: Extraordinary times require extraordinary materials.

NOV 14-17



WHAT MEDICA

WHERE Dusseldorf, Germany

WEB www.medica-tradefair.com

CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

Where healthcare is going.

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established on every expert's

calendar. There are many reasons why MEDICA is so unique. Firstly, the event is the largest medical trade fair in the world – it attracted several thousand exhibitors from more than 50 countries in the halls. Furthermore, each year, leading individuals from the fields of business, research, and politics grace this top-class event with their presence – naturally alongside tens of thousands of national and international experts and decision-makers from the sector, such as yourself. An extensive exhibition and an ambitious program – which together present the entire spectrum of innovations for outpatient and clinical care – await you in Düsseldorf.



NOV 28-30



WHAT ISPO Munich

WHERE Munich, Germany

WEB www.ispo.com/en/munich

CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

The global ecosystem of Sport.

At ISPO Munich, more than 2,800 international exhibitors present their latest products to around 85,000 visitors from 120 countries. For 50 years, the leading international sports trade fair has shown the entire range of sporting goods, sports shoes and sports fashion. ISPO Munich is the place to be for all players in the sports and outdoor industry and beyond.

NOV 29 - DEC 01



WHAT Valve World

WHERE Dusseldorf, Germany

WEB www.valveworldexpo.com

CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

Meet the world at VALVE WORLD EXPO.

Join us when international experts come together at the world's leading trade fair for industrial fittings and valves. Discover the latest products, processes and technologies. And dialogue with other experts at the VALVE WORLD EXPO FORUM.

FEB 01-05



Spielwarenmesse

WHAT Spielwarenmesse

WHERE Nuremberg, Germany

WEB spielwarenmesse.de/en

CONTACT Mrs. Rasha Moslem,
messe@ahk-arabia.com

Spielwarenmesse: Much more than toys.

Experience the Spirit of Play at the key meeting point for the toy industry. As the largest and most important event of the year, the toy fair in Nuremberg brings together all international decision-makers. Well-known brands, trendy start-ups, combine to make the Spielwarenmesse a unique event.

IFAT MUNICH 2022

A strong restart for climate protection.



Exhibitor SIRC at IFAT with CEO Ziyad Mohammed AlShiha – copyright SIRC

The World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management took place from May 30 to June 3, 2022. And the numbers speak for themselves

- High level of attendance at the world's largest trade fair for environmental technologies
- 2.984 exhibitors, around 119,000 visitors, half from abroad
- Key topic: using and reusing resources efficiently

Be it plastics, building materials or water: sustainable resource management solutions are essential for environmental and climate protection—and IFAT Munich was the place to find them.

The Saudi Investment Recycling Company (SIRC) was among the numerous exhibitors at IFAT 2022, looking for cooperation partners to set up a recycling sector in the Kingdom. The Saudi Investment Recycling Company attended the fair with a whole dele-

gation, including speaking to the audience at the Innovation Stage, about leading the Circular Economy in Saudi Arabia. Mr Eng. Ziyad Mohammed Al-Shiha, CEO had a full schedule, meeting with German companies discussing latest technologies, synergies, and corporations. He also met representatives of the Bavarian Circle of excellence for environmental technologies and the Bavarian State Ministry for Economic Affairs, Regional Development and Energy.

A very successful week, not only for SIRC but for many other Saudi companies who visited the trade fair. GESALO is the official representative of the Munich trade fair, and it was a pleasure to welcome and support so many Saudi companies in Germany by organising B2B meetings, guiding them around the fair and ensuring a successful visit.

Thank you, Munich, for being a fantastic host city – see you at IFAT 2024!



Munich Trade Fair

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MEDICA AND COMPAMED 2022

Plans for the globally leading medical trade fair MEDICA 2022 (14 - 17 November) in Düsseldorf, as well as for COMPAMED 2022, the number one specialised trade fair for the suppliers of the medical technology industry, have entered the next stage.

The current number of registrations by exhibitors indicates that participation will surpass the previous year. (MEDICA 2021: 3033 participants, COMPAMED 2021: 490). Bookings are still available for all sections of topics. Small and mid-sized companies from Germany may apply for a grant towards their individually organised single exhibition booths at the MEDICA or COMPAMED via the support programme of the Federal Ministry of Economic Affairs and Climate Action.

The medical technology industry right now needs the MEDICA and COMPAMED as strong platforms for international exchange, joint ventures and business. Because the market is in flux. In certain areas, the pandemic is causing increases in demand, for example in point-of-care diagnostics. Apart from that, companies are seeing an increasing necessity to work jointly with their partners in supply and man-



Düsseldorf Exhibition Center during MEDICA and COMPAMED

ufacturing to ensure delivery capacity during a time where prices increase dramatically and construction parts are becoming sparse.", says Christian Grosser, Director Health & Medical Technologies at Messe Düsseldorf, important reasons to participate in both leading business events. "International networking also helps to open new markets. You can broaden the base for your own business, while alleviating the effects of obstacles, insecurities or even sanctions that may apply to certain national markets.", Christian Grosser adds.

NEW BUSINESS ENTREPRENEURS GAIN EASY ACCESS

When it comes to reacting to challenges and seizing new opportunities that arise, start-ups from all countries have always been exceptionally quick to action. For years, they have been present in large numbers at the MEDICA and COMPAMED, both with their own booths and with joint booths. "Especially for first-time exhibitors, our MEDICA START-UP PARK offers an attractive opportunity for participation – optionally available with a

speaking slot at the always well-attended MEDICA CONNECTED HEALTHCARE FORUM", Dr Claudio Bucchi points out, who as a senior project manager and trend scout at Messe Düsseldorf has already assisted many start-ups with their first time at MEDICA.

“ MEDICA’s conference programme also ensures a content-related connection to the trending topics on the market and at the trade fair. ”

FORMATS THAT FIT TOGETHER: TRADE FAIR, FORUMS AND CONFERENCES

Other forums are integrated into the individual sections of trade fair topics, and frame discussion content within the larger context of new products and best practices within day-to-day medical care. Aside from the MEDICA CONNECTED HEALTHCARE FORUM, special mention goes to the MEDICAL HEALTH IT FORUM, the MEDICA TECH FORUM, the MEDICA LABMED FORUM and the MEDICA ECON FORUM, initiated by Messe Düsseldorf in cooperation with German health insurance company Techniker Krankenkasse (TK).

Focal points of the MEDICA trade fair include: Lab technology and diagnostics, medical technology and medical electronics (imaging and diagnostic/ medical equipment and devices), supplies and consumables, physiotherapy and orthopaedic technology, as well as IT systems and IT solutions.

MEDICA’s conference programme also ensures a content-related connection to the trending topics on the market and at the trade fair. An example is the 45th German Hospital Day, a leading event for the top management of German hospitals, which this year will be held face-to-face again. Two other (English language) conferences address a mainly international, professional audience: the Conference on

Disaster and Military Medicine DiMiMED, and the MEDICA MEDICINE + SPORTS CONFERENCE for the international professional sports medicine and sports science scene.

DON'T MISS OUT ON TREND UPDATES FOR SUPPLIERS

If you want to stay on top of the trends that affect the preliminary development phases or manufacturing steps in medical technology, do not forget to note down the COMPAMED in your calendar. This is where supplier companies present a cornucopia of high-tech

procedures within the context of digitalisation and patient-centred diagnostics as they are the key to ultra-precise manufacturing and the foundation for light-weight, portable and interconnected devices. "The trend is clearly toward miniaturisation and comprehensive solutions," confirms Ralf Friedrich, sales engineer at Camozzi Automation GmbH. Camozzi has been participating in the COMPAMED since 2013, and uses the event as a platform for international contacts. The company is active world-wide, and specialises in the development and production of components, systems and technologies within drive and fluid technologies, which among other things are used in medical laboratory devices.

This globally unique combination means that both MEDICA 2022 and



North entrance, MEDICA & COMPAMED

and service solutions. Components, microsystem technology, material processing and coating, additive manufacturing/ 3D printing, manufacturing engineering and machines as well as packaging and services are focal points that are reflected in the programmes of both integrated forums: Topics for the COMPAMED HIGH-TECH FORUM are chosen by the IVAM Microtechnology Network, those for the COMPAMED SUPPLIERS FORUM by the professional publication Devicemed.

There continues to be an unrelenting demand for micro components and

COMPAMED 2022 will again reflect the entire medical technology value and process chains and present a comprehensive range of medical products, devices and instruments. In 2021, both events had a total of 46,000 professional visitors (73 per cent international).

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REHACARE IS BACK!

Planning for trade fair in September.

About REHACARE Düsseldorf: REHACARE is the leading global trade fair for rehabilitation and nursing care. Every autumn it provides a representative overview of aids and current knowledge for people with impairments, in need of care or in old age at the Düsseldorf Exhibition Centre. For more than 45 years the trade fair has thereby contributed to independent living and inclusion.

Trade visitors, the general public as well as exhibiting companies from the rehabilitation and nursing/care sectors can all look forward to REHACARE INTERNATIONAL in Düsseldorf from 14 to 17 September 2022. Because this is when – after a 2-year break due to Covid – curtains will go up again on the world of independent living.

“We are very happy that REHACARE INTERNATIONAL in September will finally be held as a live event again. Seeing innovations and touching and trying out products is vital – especially at our most relevant trade fair for rehabilitation and care worldwide where experiencing the exhibits with all our senses is indispensable. Our REHACARE community has been travelling to Düsseldorf for many years now. Beyond what’s happening inside the exhibition halls, that chance for personal exchange, of course, also plays a prominent role. Our exhibitors can hardly wait to meet up and do business in person again,” explains Project Director Hannes Niemann at the prospect of the 31st edition of this leading international trade fair.

Response from the sector is positive. REHACARE in

Düsseldorf has not only been highly appreciated as an international meeting point for the community but also as the key platform for product innovations and the exchange of ideas for some 45 years now. The event focuses on everything that ensures people’s mobility at work, participation in sports and at leisure such as the latest wheelchairs, walking aids and custom-refitted vehicles. Even the youngest will get their money’s worth at REHACARE 2022: be it wheelchairs, buggies or walking aids – those in need of assistive technology for their children can find out about all innovations in a dedicated area for infant assistive technology and will find professional advice around rehabilitation. Furthermore, all interested visitors are in for a broad-based overview of assistive technology for both out and inpatient care, communications technology not

forgetting age-appropriate assisting systems (AAL) and exoskeletons. Additionally, personal protective wear, medical care, physiotherapy, barrier-free living schemes, ideas for sport, leisure and travel as well as further training and continuous education feature as focal points at the trade fair. On top of this, all relevant self-help and social economy associations and organisations will provide consulting services and pick up on current disability and health policy issues.

On the exhibitor side, but also among the associations and institu-

tions, the anticipation of a reunion in September is great. 2022 will see top industry leaders providing key impulses in Düsseldorf alongside small and medium-sized businesses serving special segments; furthermore, associations and organisations will feature from all areas of relevance.

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*This offer is valid from 01 February 2022 until 31 December 2022.

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Major hospitals are located in the areas of Berlin, Munich, Frankfurt and Düsseldorf/Cologne, among others. Constantly striving to improve patients' and their families' lives, Sana hospitals continue to stand out through medical excellence, use of latest technology and the human touch that is essential to any healing.

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